

PLUS THE LATEST RESIDENTIAL BUILDING PRODUCTS ACROSS SIX CATEGORIES

The Magazine of
The National Association
of Home Builders

Builder

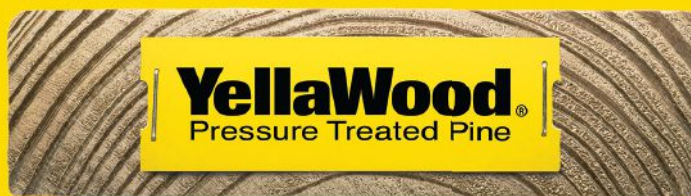
SHADES OF HOME

THE USE OF GRAY
FOR EXTERIORS AND
INTERIORS MAY BE
WINDING DOWN, WHILE
POPS OF COLOR ARE
TRENDING HOT



TOP-QUALITY. ENVIRONMENTALLY-FRIENDLY. BEAVER-PREFERRED.

The most experienced builders instinctively know a five-star backyard made from YellaWood® brand pressure treated pine can turn the next project into more referrals. As the most recognized name in the business, homeowners seek out contractors who use the YellaWood® brand. It's preferred by expert builders of all kinds. Especially those with leather tails, buck teeth and nature's highest building standards. Follow your natural inclinations and seek out the Yella Tag. Find a dealer at YellaWood.com.



IF IT DOESN'T HAVE THIS **YELLA TAG**, YOU DON'T WANT IT.



Runs grinders, pumps, drills, saws,
and rings around the competition.



On the jobsite, time is money. Crews can't
afford to sit idle due to lack of dependable
on-site power. Reliability,
stability, and fuel-

efficiency are just a few of the reasons why Honda Generators
have earned a reputation in the construction and rental
industries. For more info, go to gen.honda.com.



HONDA

THINK GLOBALLY, ACT SUSTAINABLY.



To preserve the resources of our planet, every little bit helps. So we work hard to reduce waste and put all manufacturing materials to good use. This is the goal of the seed-to-window manufacturing we've been perfecting for three generations. From replanting more trees than we harvest on the 2 million acres we own, to burning waste for energy in seven co-generation plants, we craft windows that never compromise with an eye on the future.



SIERRA
PACIFIC
WINDOWS

SierraPacificWindows.com | 800-824-7744

A Division of



Architect: Prentiss + Balance + Wickline Architects
Builder: Todd Hulbert, Hulbert Custom Construction
Photo: Taylor Proctor & AJ Canaria



NAHB **IBS**™

FEBRUARY 9-11 | ORLANDO, FL

BECOME A BUILDERS' SHOW AMBASSADOR

Are you a member of the National Association of Home Builders (NAHB) and love the **NAHB International Builders' Show® (IBS)**? Then you should join our IBS 2021 ambassador team!

IBS ambassadors partner with their local Home Builders Association (HBA) Executive Officer to **help members learn the benefits of attending our industry's biggest event**. This is your opportunity to share your Builders' Show expertise, serve as your HBA's spokesperson at the national level and get the latest Builders' Show news.

Exclusively for NAHB members!

LEARN MORE | BuildersShow.com/ambassador

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.

HOT WATER

DESIGNED FOR THE MODERN HOME

The Efficiency Buyers Want

AeroTherm® Series Heat Pump Water Heater

- ENERGY STAR® qualified. This product quickly pays for itself with year-round energy savings
- 4 operating modes for greater control and flexibility
- Now available in a 50, 65 and 80 gallon capacities



Built to be the Best

Endless Hot Water

The Infiniti® K Series Tankless Water Heater

- Uses exclusive STEADISE™ technology to keep water temperatures consistent
- ENERGY STAR® qualified, space saving installation
- Available in both indoor and outdoor models

To learn more, visit
bradfordwhite.com/4builders

Big Performance in Small Spaces

Bradford White "Skinny Tanks"

- Specifically designed for tight spaces
- Diameter as small as 20"
- Available in gas (RG1) and electric (RE250T) models



Contents



As homeowners increasingly opt to stay put versus move, there is greater emphasis placed on roofing products that offer durability and longevity.

18



80

DEPARTMENTS

Up Front

18 Pulse

80 Last Detail



COVID-19 IMPACT

For the latest on how the coronavirus is disrupting the industry, visit 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



39

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

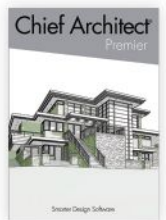
Chief Architect®

Smarter Design Software



Designed & Rendered in Chief Architect.
See more of this model online.

Download a
Free Trial Version



Residential Design

Remodeling & Cost Estimating

Kitchen, Bath, & Interior Design

3D Design, Floor Plans, Elevations

Construction Drawings

CAD Tools & Section Details

208.292.3400 • chiefarchitect.com/FreeTrial



HOUSINGECONOMICS.COM



Keep your company on course in an ever-changing market.

In today's housing market, getting solid economic information is the key to helping you adapt and thrive. HousingEconomics.com is the source providing:

- Forecasts
- Historical data
- Industry analysis
- And more

Subscribe today at
HousingEconomics.com



POWERFUL BUSINESS PARTNERS.



RAM 1500

The Most Awarded Light-Duty Truck in America¹

- Impressive V8 towing - up to 12,750 lbs.²
- Max payload - 2,300 lbs.²
- Best-in-class available V8 4x4 combined fuel economy³



RAM 2500 HD

America's Longest Lasting Heavy Duty Pickups⁴

- Available with 6.7L Cummins[®] Turbo Diesel I6 engine and the heavy-duty 6.4L HEMI[®] V8 engine with best-in-class standard gas horsepower - 410⁵
- Max gas payload - 4,010 lbs.²
- Maximum diesel towing - up to 19,680 lbs.⁶

MOTORTREND
TRUCK OF THE YEAR 2020

Home builders face a demanding work site — and they demand the most from their work vehicles. That's why we build Ram trucks to always be ready for the big job and to never buckle under pressure. Use your NAHB membership to get the dependable power of Ram trucks and give it everything you need to get your job done. Built to withstand and outlast. Our Ram trucks are in it for the long haul.

Exclusive offer for National Association of Home Builders members.

\$500 CASH ALLOWANCE⁷

on many Chrysler, Dodge, Jeep[®],
Ram, FIAT[®] or Alfa Romeo
Brand Vehicles

UP TO \$1,000 ALLOWANCE⁸

ON THE JOB

MOST NATIONAL AND LOCAL INCENTIVES

For more details and eligible vehicles, visit NAHB.ORG/FCA



FCA US LLC IS A PROUD AFFINITY PROGRAM PROVIDER FOR
THE NATIONAL ASSOCIATION OF HOME BUILDERS.

1. Based on awards within the light duty pickup segment from 1/15/18 - 11/4/19. 2. When properly equipped. See dealer for details. 3. Based on Light-Duty Pickup Segment and EPA estimated 19 combined mpg with 5.7L eTorque engine. Actual mileage may vary. 4. Based on the average of VIO vs. New Registrations for each model year using IHS Markit Data as of September 1, 2019 for Model Years 1988-2019. 5. Class based on 250/2500 Pickups. 6. When properly equipped. See dealer for details. 7. Available on select models. Take retail delivery by 1/2/2021. 8. On The Job incentives apply only to NAHB members and member company employees. On The Job is a retail incentive program. Offer ends 1/2/2021. Inquire about eligibility by calling 877-ONTHEJOB (877-668-4356) or by logging on to fcausfleet.com. Family members must reside in the same household as member. ©2020 FCA US LLC. All Rights Reserved. Chrysler, Dodge, Jeep, Ram and HEMI are registered trademarks of FCA US LLC. FIAT and ALFA ROMEO are registered trademarks of FCA Group Marketing S.p.A., used with permission.



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

SOFTPLAN

ARCHITECTURAL DESIGN SOFTWARE

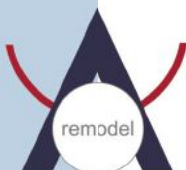
"... you guys got this right, the program is awesome...
SoftPlan is the best and I have used them all..."

Andrew Bozeman, Montgomery, AL



design | 3D | materials lists

subscribe to SoftPlan **\$95** /month



SoftPlan remodel
kitchens | baths | additions

free trial: www.softplan.com or 1-800-248-0164

Builder | hanleywood

THE MAGAZINE OF THE NATIONAL ASSOCIATION
OF HOME BUILDERS

John McManus, EDITORIAL DIRECTOR/
RESIDENTIAL CONSTRUCTION
Jennifer Lash, EDITOR-IN-CHIEF
Tina Tabibi, DESIGN DIRECTOR
Bill Gloede, DIRECTOR OF CONTENT OPERATIONS
Scott Sowers, SENIOR EDITOR
Mary Salmons, ASSOCIATE EDITOR
Symone Garvett, ASSISTANT EDITOR

Margaret Coulter, SENIOR DIRECTOR/PRINT PRODUCTION
Cathy Underwood, PRODUCTION MANAGER
Bernadette Couture, AD PRODUCTION COORDINATOR
Christina Lustan, GROUP DIRECTOR/AUDIENCE
MARKETING & CIRCULATION

Matthew Carollo, VICE PRESIDENT/MARKETING
Megan McCloud, SENIOR DIRECTOR/CREATIVE SERVICES
Paul Tourbaf, EXECUTIVE VICE PRESIDENT/
EXECUTIVE PROGRAMS

HANLEY WOOD MEDIA

Andy Reid, CHIEF OPERATING OFFICER
Jennifer Pearce, EXECUTIVE VICE PRESIDENT/
CHIEF CONTENT OFFICER
Christie Bardo, SENIOR VICE PRESIDENT/
DIGITAL AND RESIDENTIAL CONSTRUCTION
Ned Cramer, VICE PRESIDENT/EDITORIAL
John McManus, VICE PRESIDENT/EDITORIAL
Bridget Forbes, VICE PRESIDENT/
DIGITAL STRATEGY AND OPERATIONS
Mari Skelnik, VICE PRESIDENT/AUDIENCE OPERATIONS

PUBLISHED BY HANLEY WOOD

Jeff Meyers, CHIEF EXECUTIVE OFFICER
Melissa Billiter, CHIEF FINANCIAL OFFICER
Andrew Reid, CHIEF OPERATING OFFICER
Tim Sullivan, SENIOR MANAGING PRINCIPAL/
ADVISORY GROUP
Kurt Nelson, GROUP VICE PRESIDENT/TALENT STRATEGY
Amy Dudley, EXECUTIVE VICE PRESIDENT/
NATIONAL SALES
Phil Hernandez, DIRECTOR OF SALES/EMERGING
ACCOUNTS GROUP

EDITORIAL AND ADVERTISING OFFICES

1152 15th St. NW, Suite 750, Washington, DC 20005
Phone: 202-452-0800; Fax: 202-785-1974

SUBSCRIPTION INQUIRIES AND BACK ISSUE ORDERS

888-269-8410 or email: builder@omeda.com
NAHB members please call 800-368-5242 x8546

CIRCULATION CUSTOMER SERVICE

hanleywood.omeda.com/bldr
LIST RENTAL The Information Refinery, Brian Clotworthy,
800-529-9020; brian@info refinery.com
PRIVACY OF MAILING LIST Sometimes we share our subscriber
mailing list with reputable companies we think you'll
find interesting. However, if you do not wish to be included,
please call us at 888-269-8410.

Canada Post Registration #40612608/G.S.T. number: R-120931738.

CANADIAN RETURN ADDRESS IMEX, P.O. Box 25542, London,
ON N6C 6B2

POSTMASTER Send address changes to Builder, P.O. Box 3494,
Northbrook, IL 60065

BUILDER occasionally will write about companies in which its parent
organization, Hanley Wood, has an investment interest. When it does,
the magazine will fully disclose that relationship.

It's all in the Curves

Take Efficiency Through the Roof

The Code Compliant Choice



Until now, there was no way to use an out-of-the-box roof cap for venting clothes dryers. Code disallows screens and requires a damper. Even modified, other vents are too airflow restrictive.

Airflow Efficiency

The DryerJack® is the only choice specifically designed to meet the demanding needs of dryers. Visit DryerJack.com to learn how the patented curved damper delivers superior efficiency and helps minimize a very serious fire risk.

888-443-7937

The Dryerbox® People

DryerJack.com

Builder

Content Licensing for Every Marketing Strategy



Marketing solutions fit for:

Outdoor | Direct Mail | Print Advertising | Tradeshow/ POP Displays | Social Media | Radio & TV

Leverage branded content from Builder to create a more powerful and sophisticated statement about your product, service, or company in your next marketing campaign. Contact Wright's Media to find out more about how we can customize your acknowledgements and recognitions to enhance your marketing strategies.

Call Wright's Media at 877.652.5295, visit our website at wrightsmedia.com/sites/hanleywood or email us at hanleywood@wrightsmedia.com

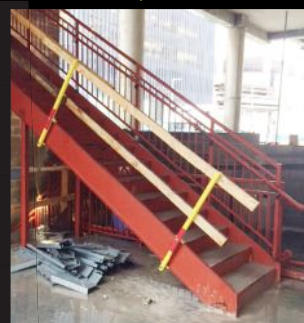
OSHA Compliant Guardrail and Stair Rail Systems



Safety Boot® Guardrail System

- Simple, Affordable & Reusable
- Residential, Multi-Family & Commercial Applications
- Unique Free Standing Design
- Keep Post Attached For Reuse On Next Level Or Project

Featured on osha.gov website!



StringerShield® Stair Rail System

- Non-Penetrating Design
- Rugged Steel Construction
- Exceeds OSHA Regulations



1.800.804.4741
safetyboot.com

WE CAN HELP YOU BREAK YOUR OLD VINYL WINDOW HABITS.

ENDURE™ WINDOWS
USE A THERMAL
REINFORCEMENT
700x MORE EFFICIENT.

When Performance Matters.
provia.com/700x



DOORS | WINDOWS
SIDING | STONE | ROOFING

remodeling
BRAND
2016 LEADER

#1 Quality
Rating
Vinyl
Windows

Builder | hanleywood

THE MAGAZINE OF THE NATIONAL ASSOCIATION
OF HOME BUILDERS

SUBSCRIPTION INQUIRIES AND BACK ISSUE ORDERS

888-269-8410 or builder@omeda.com
NAHB members please call 800-368-5242 x8546

FOR LIST RENTALS

800-529-9020

TO ORDER REPRINTS

Wright's Media
877-652-5295 or hanleywood@wrightsmedia.com

ADVERTISING SALES OFFICES

Ron Spink, EXECUTIVE VICE PRESIDENT/
BUILD/DESIGN GROUP
PHONE: 202-736-3431
EMAIL: rspink@hanleywood.com

Christie Bardo, SENIOR VICE PRESIDENT/
DIGITAL AND RESIDENTIAL CONSTRUCTION
PHONE: 703-307-3014
EMAIL: cbardo@hanleywood.com

Dan Colunio, VICE PRESIDENT, SALES/
REMODELING, DISTRIBUTION, & DESIGN
PHONE: 617-304-7297
EMAIL: dcolunio@hanleywood.com

Norma Figueroa, ACCOUNT COORDINATOR, TEAM LEAD
PHONE: 773-824-2412 FAX: 773-824-2540
EMAIL: nfigueroa@hanleywood.com

Paul Pettersen, STRATEGIC ACCOUNT DIRECTOR
112 Kingsbury Road, Garden City, NY 11530
PHONE: 516-252-8020 FAX: 202-785-1974
EMAIL: ppettersen@hanleywood.com

Kay Ross-Baker, STRATEGIC ACCOUNT MANAGER
5600 N. River Road, Suite 250, Rosemont, IL 60018
PHONE: 630-707-0811 FAX: 773-824-2401
EMAIL: krossbaker@hanleywood.com

Carol Weinman, SENIOR STRATEGIC ACCOUNT DIRECTOR
395 Del Monte Center, Suite 317, Monterey, CA 93945
PHONE: 831-373-6125 FAX: 831-373-6069
EMAIL: cweinman@hanleywood.com

Canada

D. John Magner, YORK MEDIA SERVICES
500 Queens Quay W., Suite 101W,
Toronto, Ontario, Canada M5V 3K8
PHONE: 416-598-0101, ext.220 FAX: 416-598-9191
EMAIL: jmagner@hanleywood.com

Washington, D.C.

Phil Hernandez, DIRECTOR OF SALES/
EMERGING ACCOUNTS GROUP
EMAIL: phernandez@hanleywood.com
PHONE: 202-736-3381

Ken Wilson, ACCOUNT MANAGER
EMAIL: kwilson@hanleywood.com
PHONE: 202-729-3531

Jaeda Mohr, ACCOUNT MANAGER
EMAIL: jmohr@hanleywood.com
PHONE: 202.736.3453

1152 15th St. NW, Suite 750, Washington, DC 20005
PHONE: 202-452-0800 FAX: 202-785-1974

Builder

builderonline.com

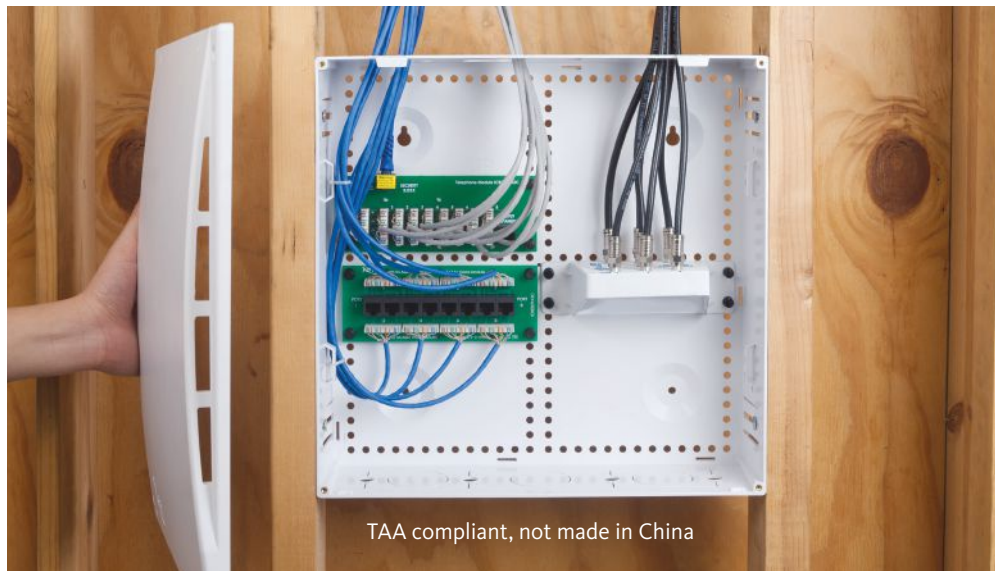
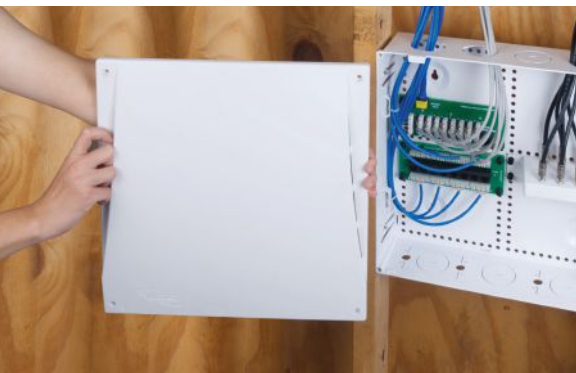
breaking industry news, local
housing data, product reviews,
house plans, education and more.

hanleywood





Expensive = Higher Quality, ...Right?



TAA compliant, not made in China

Wrong!

ICC's 14" Residential Wiring Enclosure (Model K) has all the features big brands have except the high price. This is why thousands of ICC Elite Installers™ have been winning projects and making money. If you want to save **30% or more** on your material cost and increase your profit margin, stop buying the expensive brands and ask for ICC.

Features	ICC	Big Brand
Sold as a combo; cover and modules included	Yes	No
Gauge of plastic	0.100"	0.085"
Mount modules vertically or horizontally	Yes	No
Module Features		
- CAT 6 data module	8 ports	6 ports
- Voice telephone module with an RJ-31X jack	8 ports	7 ports
- CATV 2 GHz video splitter	6 ports	6 ports
- 50µ" gold-plated contacts, FCC® Part 68 compliant	Yes	Yes
- 750+ plug-jack insertion cycles; phosphor bronze alloy contacts	Yes	Yes
- 100+ re-terminations; phosphor bronze alloy IDC pins	Yes	Yes
Installer's cost	\$60*	\$179
Based on various online surveys.	67% more expensive	

JENNE

800.422.6191
Ohio

Pirate Wire
800.590.0115
California

TARGET
DISTRIBUTING

888.792.7463
Maryland

EarthBend
605.777.7005
South Dakota

TD
TELEDYNAMICS

800.847.5629
Texas

Tristate Telecom
800.223.4534
New York

Coleman's
TELEVISION

801.484.5238
Utah

Brooklyn Supply
718.298.4000
New York

fontel

800.238.0787
Nebraska

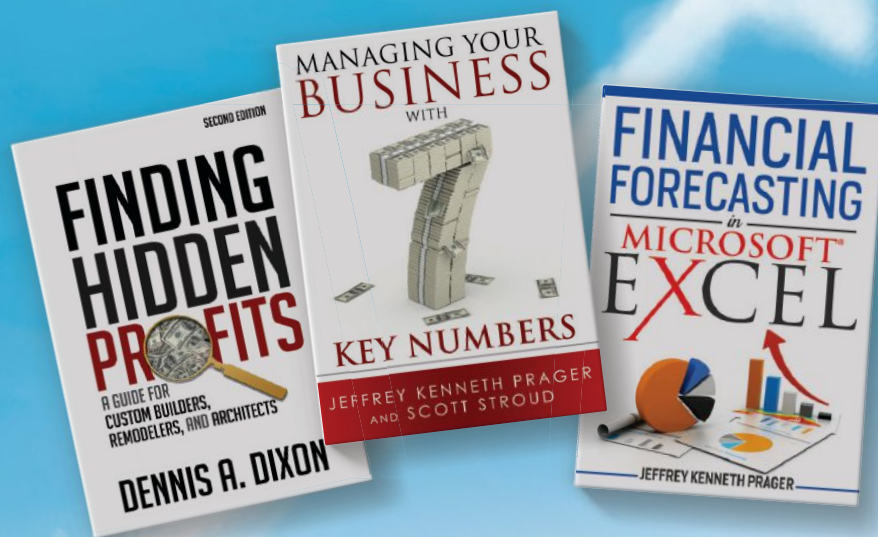
ICC

888.ASK.4ICC

icc.com cs@icc.com

*1. Must mention this advertisement at time of purchase. 2. Minimum order of 50 units. 3. Distributor's freight policy may vary.

Distributors make less profit margin selling ICC products because of our low prices. Therefore, some high-end distributors do not like to sell ICC and will give you all kinds of excuses. Not a problem, hundreds of ICC distributors would love to have your business. ICC does not sell direct, only through distribution partners. Find them on icc.com/distributor.



Get 2020 Vision Increase Profits!

Finding Hidden Profits: A Guide for Custom Builders, Remodelers, and Architects

Dennis A. Dixon

Get practical advice, simple formulas and useful tips you can use to start finding your business' hidden profits today! Industry expert Dennis Dixon shows you step-by-step how to position your business to make more money through five key elements.

From BuilderBooks, 2017, 156 pp/Softcover
ISBN 978-0-86718-754-0

Financial Forecasting in Microsoft® Excel

Jeffrey Kenneth Prager

Filled with a wealth of illustrations and how-to templates, this book is written to help business owners make better, more educated decisions that result in more stable, enduring companies.

From BuilderBooks, 2015, 196 pp/Softcover
ISBN 978-0-86718-733-5

Managing Your Business with 7 Key Numbers

Jeffrey Kenneth Prager and Scott Stroud

This invaluable resource will help you see where you stand every day, with every job, by monitoring just 7 Key Numbers that drive all profits and cash flow, including number of leads, sales conversion rate, and customer retention rate.

From BuilderBooks, 2015, 186 pp/Softcover
ISBN 978-0-86718-735-9



BuilderBooks



ORDER TODAY!
BuilderBooks.com



NOVEMBER 2-4, 2020

The Ritz-Carlton, Laguna Niguel | Dana Point, CA

**Join your peers to shape the
future of home building.**



Maria Guidice
Founder
Hot Studio



Joel Shine
CEO
Woodside Homes



Tracy Tannenbaum
CMO
Meritage Homes



Satoshi Yoshimura
Chairman & CEO
SH Residential Holdings LLC

View our site for a complete list of the speaker lineup and agenda.

Visit **builder100.com** to get tickets! Use the code **B100Ad** for \$100 off.

TITLE SPONSORS



GOLD SPONSORS



SILVER SPONSORS



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

DEFEND YOUR BUILD™ COME HAIL OR HIGH WATER, FIRE OR HEAT



Our portfolio of structural solutions is engineered to proactively defend the jobsite and the home. **Defend Your Build™ at [LPCorp.com](https://www.LPCorp.com).**



**BUILDING
SOLUTIONS**

© 2020 Louisiana-Pacific Corporation. All rights reserved. Gorilla Glue and Gorilla Glue Technology are registered trademarks of Gorilla Glue, Inc. LP, LP Legacy, LP WeatherLogic, TechShield and FlameBlock are registered trademarks of Louisiana-Pacific Corporation.

**YOU
WORKED
HARD
FOR THIS**



see what Delta can do™

Delta® Dorval™ Single Handle
Faucet with Cross Handle

©2020 Ferguson Enterprises LLC 0320 174035

So what are you waiting for? Let's make it happen. Visit fergusonshowrooms.com/earnedit

FERGUSON
Bath, Kitchen & Lighting Gallery

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



DEFEND YOUR BUILD™ AGAINST HEAT AND HIGHER BILLS

LP® TechShield® Radiant Barrier, from LP Building Solutions, helps reduce cooling costs for smarter home energy efficiency.

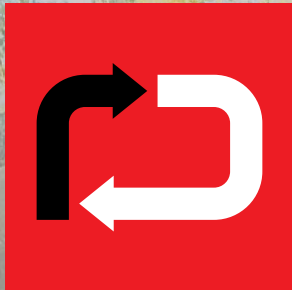
Learn more at:
LPCorp.com/StructuralSolutions

LP Structural Solutions

Defend Your Build™

LP® TechShield® | LP Legacy® | LP® TopNotch®
LP WeatherLogic® | LP® FlameBlock® | LP® SolidStart®

© 2020 Louisiana-Pacific Corporation. All rights reserved. LP, LP Legacy, LP WeatherLogic, SolidStart, TechShield, FlameBlock and TopNotch are registered trademarks of Louisiana-Pacific Corporation.



REPLACEABLE DECK SILL®

DISENGAGE



REMOVE

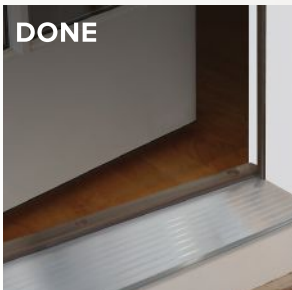


REPLACE



Construction damage is inevitable.

DONE



Paying for it doesn't have to be.

The Replaceable Deck Sill® is the first and only exterior door sill that can overcome construction damage. RDS features a removable sill deck that can be replaced in a few simple steps with tools already on-hand, putting an end to time-consuming, costly repairs and replacements.



**BETTER COMPONENTS.
FEWER REPAIRS.
BETTER DOOR.**

www.enduraproducts.com/buildermag



Adobe Stock/bmak

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**

DEFEND YOUR BUILD™ AGAINST WATER AND WASTED TIME

LP WeatherLogic® Air & Water Barrier, from LP Building Solutions, helps avoid jobsite delays and provides a tight building envelope for long-term energy efficiency.

Learn more at:
LPCorp.com/StructuralSolutions

LP Structural Solutions

Defend Your Build™

LP® TechShield® | LP Legacy® | LP® TopNotch®
LP WeatherLogic® | LP® FlameBlock® | LP® SolidStart®

OFFER A DREAM LAWN TO GO WITH THEIR DREAM HOME.

**WORLD
LEADER
IN ROBOTIC
MOWING**

SINCE 1995
OVER 1.5 MILLION
SOLD



© 2020 Husqvarna AB. All rights reserved.

HUSQVARNA AUTOMOWER® – A SMART HOME SOLUTION FOR ALL YOUR BUILDING PROJECTS.



**NO NOISE.
NO FUSS.**



**WORKS IN
THE RAIN**



**ADVANCED
NAVIGATION**



**AUTOMOWER®
CONNECT**



**SAFE AND
SECURE**



Ask about our
full line of robotic
mowers for all
types of lawns

PUT HUSQVARNA AUTOMOWER® TO WORK FOR YOUR BUSINESS. Attract potential buyers by upgrading their new home with smart innovations from Husqvarna. Give them the perfect lawn 24/7 and their weekends back with a bonus Automower® robotic mower when they purchase a new home. Learn more at [HUSQVARNA.COM](https://www.husqvarna.com)

Connect with HusqvarnaUSA



- Advanced navigation manages even the most complex lawns
- Handles steep slopes, narrow passages, and uneven lawns leaving no track marks
- Complete control with your mobile devices
- Fits seamlessly into smart home systems such as Amazon Alexa, Google Home or IFTTT


Husqvarna®

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



Adobe Stock/Lugostock

DEFEND YOUR BUILD™ AGAINST SWELLING AND SETBACKS

LP Legacy® Premium Sub-Flooring, from LP Building Solutions, is super tough, moisture resistant, and made with Gorilla Glue Technology® for long-lasting durability.

Learn more at:
LPCorp.com/StructuralSolutions

LP Structural Solutions

Defend Your Build™

LP® TechShield®

LP Legacy®

LP® TopNotch®

LP WeatherLogic®

LP® FlameBlock®

LP® SolidStart®

© 2020 Louisiana-Pacific Corporation. All rights reserved. Gorilla Glue, associated logo, and Gorilla Glue Technology are registered trademarks of Gorilla Glue Company. LP, LP Legacy, LP WeatherLogic, SolidStart, TechShield, FlameBlock and TopNotch are registered trademarks of Louisiana-Pacific Corporation.

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 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

Gain More Room in the Laundry Push Back



the dryerbox®



Model DB-480
Shown With
DryerFlex®
Sold Separately

Tight tolerances and cramped areas make it tough on dryers. Larger appliances can leave you with doors that won't open all the way and less room for handling the laundry.

Not that the dryer would complain, but now is the time to give it some push-back.

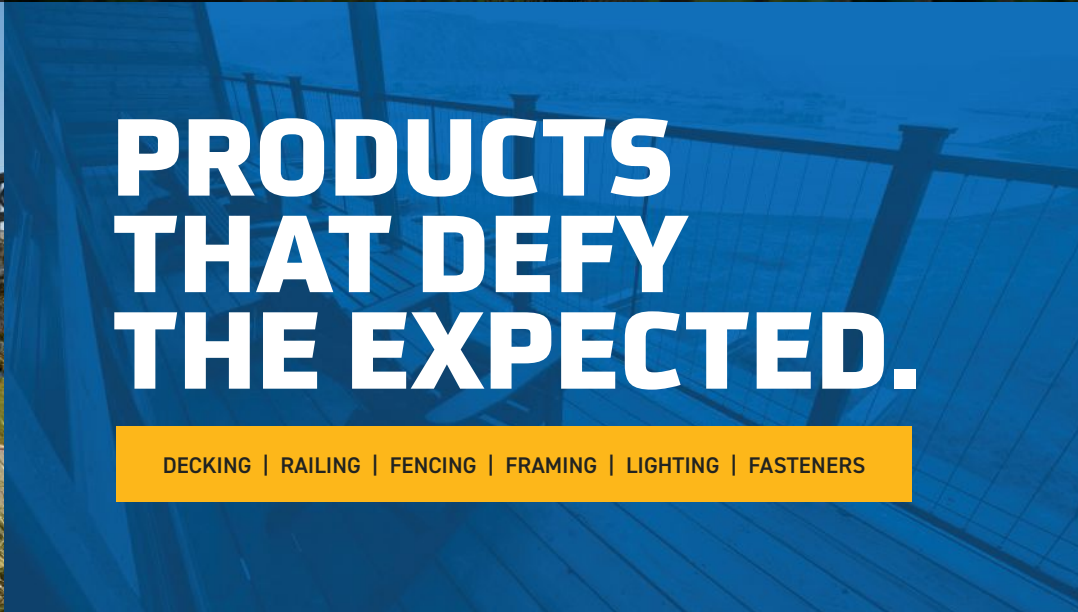
Enter the Dryerbox®. By recessing transition-hose connections in the cell of the wall, the dryer has room to be pushed back. This delivers more living space, safer protection of the ducting, and it allows the dryer to work at peak performance.

Give the Dryer Some Space™



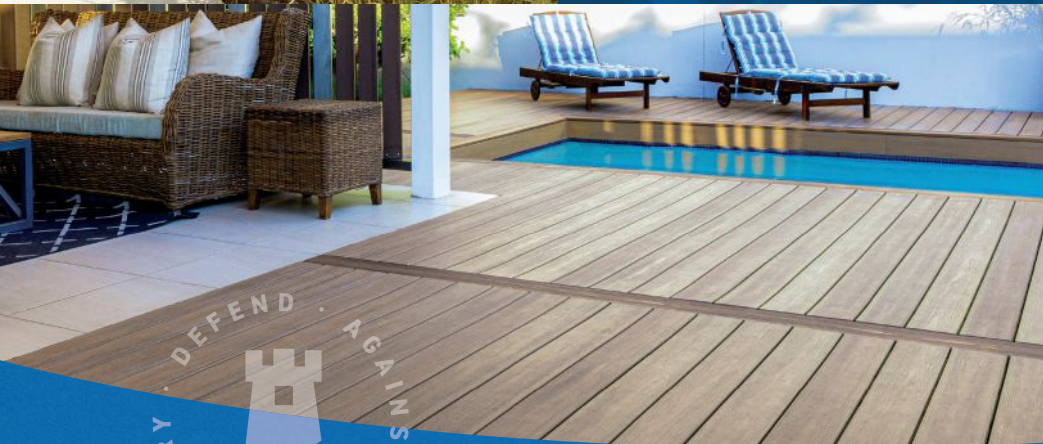
Install the Dryerbox for Safer, Roomier, and More Efficient Homes

888-443-7937
Dryerbox.com



PRODUCTS THAT DEFY THE EXPECTED.

DECKING | RAILING | FENCING | FRAMING | LIGHTING | FASTENERS



THE WORLD NEEDS REBELS. Those willing to push the boundaries to challenge the status quo. Fortress Building Products is built on that spirit of smarter innovation. Four brands are now one powerful company, providing you with a total solution of products, warranty, and labor coverage from one point of contact. Get integrated aesthetics and a fresh take on the industry.



JOIN THE REVOLUTION
at FortressBP.com

866.323.4766



PRESENTS

Gold Nugget[®]

AWARDS



NEW Categories Added for 2020
• Single Family For Rent
• Interior Merchandising
• Interior Design

CALL FOR ENTRIES NOW OPEN
ENTER NOW!

The 57th Annual Gold Nugget Awards Call For Entries

THE OLDEST AND MOST PRESTIGIOUS DESIGN AWARDS IN THE NATION

**RECOGNIZING THOSE WHO IMPROVE OUR COMMUNITIES THROUGH
EXCEPTIONAL CONCEPTS IN DESIGN, PLANNING AND DEVELOPMENT.**

**OPEN TO BUILDERS, DEVELOPERS, ARCHITECTS AND LAND PLANNERS
WITH PROJECTS IN THE UNITED STATES AND ALL INTERNATIONAL COUNTRIES.**

Entry Deadline - April 30, 2020

PCBC June 10 & 11, 2020

Gold Nugget Awards, Thursday, June 11, 2020

For more information call 800-658-2751 or 909-987-2758 or visit www.goldnuggetawards.com

Builder
BRAND LEADER 2020

BROAN
NuTone
COME HOME TO FRESH AIR

BATHROOM VENTILATION/FANS
#1 Used in Past 2 Years, #1 Used the Most

Broan rated #1 for Brands Most Used by Builders

Broan recognized as the leader in the home ventilation category



In the 2019 Hanley Wood BUILDER Brand use report, Broan ranks as the number one most used brand by Builders.

Broan is continuing to reinvent the way we think about ventilation and clean, breathable air beyond the kitchen and bathroom with innovative fresh air solutions for the whole home.

New this year, Broan has launched 2 additions to its DC line of ventilation fans. **Flex DC**, the first in the DC line, is truly flexible to any installation challenge with its selectable CFM switch and

available **Snap-Fit flange kit** that allows users to choose to install the housing with or without a flange. **QT DC** is ultra-quiet at under 1 sone and high performance with the ability to choose between 110, 130, and 150 CFM options at the flick of a switch. Also in the lineup is **LowProfile DC** which provides a solution for 2x4 installations where conventional ventilation simply won't fit.

Flexible to any building tightness limit, **Flex DC** is 50% more airtight than standard ventilation. The **EZDuct**

connector creates an airtight seal from inside the fan, ensuring that the warm humid air it removes from the room does not leak out into the attic or crawl space. The **TrueSeal** damper technology reduces backdraft by over 50% when compared to standard fans. This means air from outside won't work its way back into the home, resulting in a savings of 1 full HERs point when using **Flex DC**.

BROAN® is a leader in the indoor air quality industry, promoting wellness through IAQ innovation and education.

For more information, visit [Broan-NuTone.com](https://www.broan-nutone.com).

BRING YOUR A-GAME.

**SQUEAK-FREE
GUARANTEE**



Reputation is built from the ground up and the jobsite is the true testing ground. To stay ahead, you bring your A-game to every aspect of the build, and when it comes to subfloor products, we do the same. Proven on the jobsite for over 20 years, AdvanTech® products are the FLAT OUT BEST™ for a quiet, stiff floor, and when used in combination, AdvanTech® subflooring and AdvanTech™ subfloor adhesive provide an assembly so strong you won't hear a squeak — guaranteed¹.

Discover the AdvanTech™ Subfloor Assembly advantage at AdvanTechAGame.com.



¹ Limitations and restrictions apply. Guarantee for panel-to-joint connection on an AdvanTech™ Subfloor Assembly. See SqueakFreeGuarantee.com for details.

² BUILDER magazine Brand Use Study, 2002-2018, OSB Category.

© 2020 Huber Engineered Woods LLC. AdvanTech and AdvanTech logos and designs are trademarks of Huber Engineered Woods LLC. HUB 21974-1 01/20.

AdvanTech® Subflooring vs. OSB vs. Plywood



ONE OF MY VERY FIRST HOUSES AS A production builder used plywood, and we had a giant downpour during construction when the frame was open. This resulted in a ton of edge swell. Being a custom-built house, I had to fix it by sanding the edges and flattening the floor. I was looking for a better option, but I thought OSB had the same problems. Then someone suggested I try AdvanTech® subflooring.

I was soon to learn that there's a big difference between AdvanTech® panels and other subflooring options. Commodity OSB uses glues and a process that permits the panel to soak up moisture. Most subfloor-grade plywood uses similar glues between the laminations. Plywood and OSB manufacturers try to improve moisture wicking by sealing the panel edges, but the sealant, whether it is a wax or a paint, tends to get scuffed off when dragged on their edges across a truck bed or across the floor deck in the process of installing them.

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.

Two things really distinguish how AdvanTech panels are made that contribute to their high performance over commodity OSB: resin technology and manufacturing precision. Once I made the switch to AdvanTech subflooring, I had zero edge swell, even with heavy rains during construction. I've never had a single squeak and I've never had to sand down edges.

As with most material choices, it's never just about initial cost. Think about it: Not having to pay the unexpected costs of sanding, which interrupts the flow of the project, is one thing. But fixing a squeak after the owners have taken possession and are living in the home is a nightmare. My business is based on an expectation of quality that AdvanTech subflooring supports. Having no callbacks—having a much stronger, squeak-free floor—has made all the difference in being able to build a solid reputation for high-performing homes.

To learn more about AdvanTech® products, visit AdvanTechAGame.com

Builder
BRAND LEADER 2020

THERMA-TRU®
DOORS

DOORS: ENTRY
#1 Overall Usage, #1 Usage in the
last 2 years, #1 Highest Quality

Building stronger partnerships and better entryways.



FOR MORE THAN 20 YEARS, BUILDING professionals have named Therma-Tru® Doors as the “Brand Used Most” in the entry door category of the BUILDER Brand Use Study. And once again, Therma-Tru is ranked #1 in Quality for 2020. The recognition goes hand in hand with the brand’s expertise as inventors of the fiberglass door system with components that are engineered to work together and backed by the industry’s most comprehensive lifetime limited warranty.

Therma-Tru’s product portfolio has evolved over the years, as homeowners focus on bringing their own personal style to life. After extensive research, the company has uncovered the up-and-coming home design trends and tailored its product offering to include on-trend entry door solutions to meet homeowner demand.

Whatever your project needs—from energy efficiency to security—your search ends here. You’ll find a wide range of durable and reliable Therma-Tru products built to meet the needs of the home and

the homeowner’s lifestyle. And with every aspect—from the glass to the hinges—all manufactured or specified by Therma-Tru and engineered with craftsman precision, you can be confident it will perform as exceptionally as it looks.

With more than 55 years of industry experience and technical know-how, Therma-Tru has built a reputation for delivering high-quality, low-maintenance exterior door systems for the whole house—from entry to patio.

That’s the beauty of choosing Therma-Tru.

For more information, visit www.thermatru.com.



LASTING IMPRESSIONS START HERE

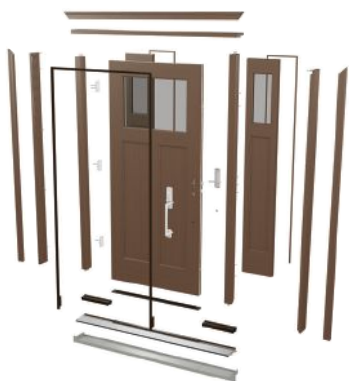
With a Complete Door System

Like you, we take pride in helping every family feel perfectly at home, starting at their door. A Therma-Tru® door system offers the beauty and durability that families can count on for years to come. All of our components are engineered to work together as one complete system, backed by the industry's most comprehensive warranty—so you can provide entryways built for a lifetime.

Learn more at thermatru.com/fullsystem

THERMA-TRU®
DOORS | Where Home Begins™

© 2020 Therma-Tru Corp. All rights reserved.



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



BUILDER 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.

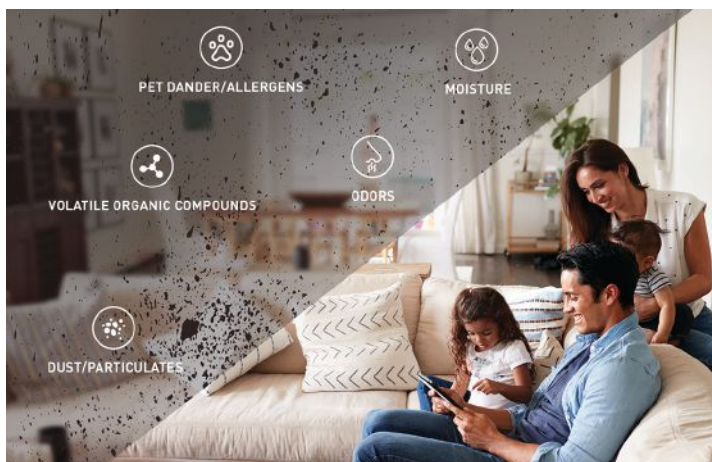
Building healthy homes starts with good indoor air quality (IAQ). That's why a ventilation fan like the WhisperGreen Select, Panasonic's top-selling workhorse, possesses the power to remove moisture and bad air from the home. It's also the only IoT compatible vent fan on the market. Plus, Panasonic ECM-motored 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

hanleywood

WE ARE YOUR BRAND LEADER

#1

Trus Joist TJ[®] Joists

Brand Used in Past 2 Years

Brand Used Most

Quality Rating

hanleywood

**2020 Builder
Brand Use Study**

Trus Joist[™]
Weyerhaeuser

Integrated Sheathing—More Than A Passing Trend



ZIP 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](https://www.ziprevolution.com) to learn more about the streamlined approach to air and water protection ZIP System® products offer.



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

Visit ZIPRevolution.com to learn how easy it is to make the switch.

ZIPsystem™
SHEATHING & TAPE

© 2020 Huber Engineered Woods LLC. ZIP System, the accompanying ZIP System logo and design are trademarks of Huber Engineered Woods LLC. Huber Engineered Woods' ZIP System® products are covered by various patents. Please see ZIPSystem.com/Patents for details. HUB 21965 01/20



Always have their color.

Celect® Canvas Cellular Composite Siding gives homeowners a highly durable, gorgeous exterior option that's paintable in thousands of shades. Thousands.

CelectTheBest.com/Builder or **1.866.855.Royal85**

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.

01



Trex

trex.com

01

● 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.



03

Feeney

feeneyinc.com

02

● 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.



02

Nova USA Wood Products

novausawood.com

03

● 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

sherwin-williams.com

04

● 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.

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.

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

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.

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 Sitrine 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.

06



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 $3 \frac{7}{8}$ 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 $2 \frac{5}{8}$ inches, and panel depth is $3 \frac{5}{16}$ inches. The window wall comes with NanaWall's "Bionic Turtle" locking system.

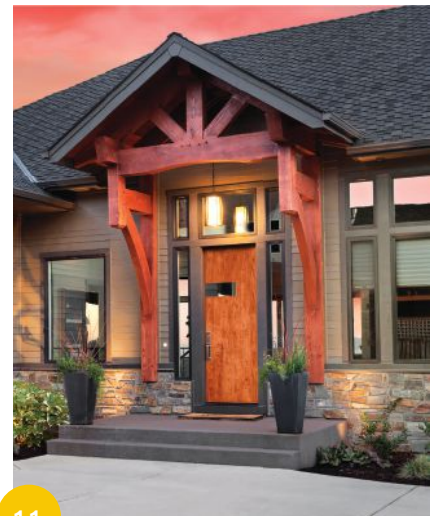
10

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



©2020 JELD-WEN, Inc.

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.

*Available in dozens of sizes, MiraTEC comes factory primed white with reversible smooth or wood grain surfaces. Both sides smooth on 1-1/4" product. **And, for an even more refined look, check out MiraTEC Smooth Select at miratecextira.com/smooth-select.***

Visit miratecextira.com for a representative or retailer in your area, or call 1-800-255-0785 for free product samples.

MIRATEC[®]
by JELD-WEN

learn more online at

miratecextira.com

● 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.

Georgia-Pacific

densdefy.com

01

- 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

oxengineeredproducts.com

02

- 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

dap.com

03

- 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

gcpat.com

04

- 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

tamko.com

05

● 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

bc.com

06

● 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.

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

05



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.

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.



11

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.

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.

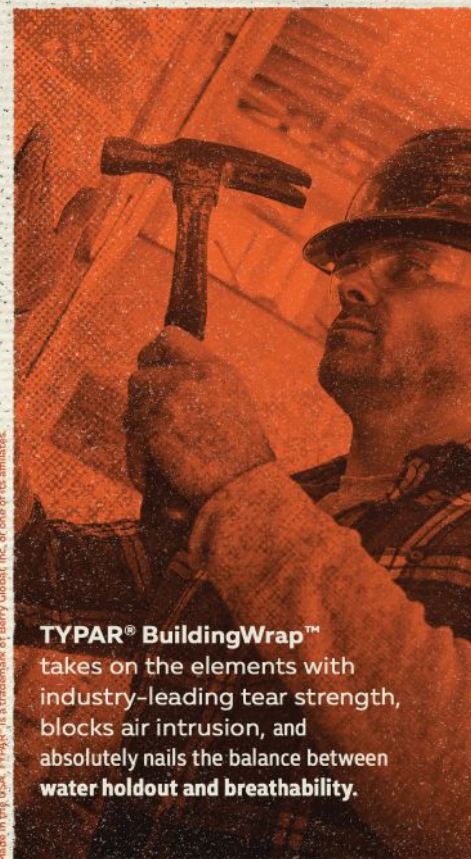
CertainTeed

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.

**BRING SOME
FORCE TO
THE FIELD.**



TYPAR® BuildingWrap™ takes on the elements with industry-leading tear strength, blocks air intrusion, and absolutely nails the balance between water holdout and breathability.

TYPARTOUGH.COM

TYPAR

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.



02

DXV dxv.com

01

● 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 gerberonline.com

02

● 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

Boschbosch-home.com/us

03

● 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.

Vinotempvinotemp.com

04

● 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

09

● 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.

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.

13

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.

14

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.

15



INNOVATIVE DESIGN *for* *every* LUXURY INTERIOR



ENSURE EXCEPTIONAL WITH PERSONALIZED BUILDER PROGRAMS

Thermador Builder Programs offer personalized packages to fit your exact project size and needs. Ensure every interior offers the quality craftsmanship and incomparable innovation that only Thermador delivers.

Connect with your authorized local dealer or
visit **THERMADOR.COM** to learn more.

● 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

02

- 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.

Bosch Thermotechnology

bosch-climate.us

03

- 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.



02

Genie

geniecompany.com

04

Navien

navieninc.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.

● 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 regaining popularity over using two or more AC units

SOURCE: ANNUAL BUILDER PRACTICES SURVEY, HOME INNOVATION RESEARCH LABS

Grohe

grohe.us

06

● 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**

americanstandard-us.com

07

● 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

emerson.com

08

● 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.

09

Trane

trane.com

10

● 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.

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

● 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

● 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

● 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.

02



03



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

● 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.

11

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.

Clean, Simple, Modern, Matching Elegance

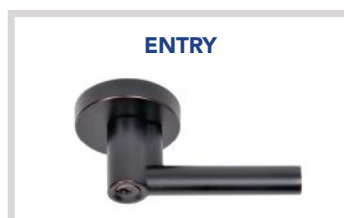
Better Home Products can elevate your next project from a mere show home, to a virtual showplace. Our complete collection of locksets and bath accessories with matching designs and finishes provide the elegant decorative touch needed to match any décor.



PASSAGE



PRIVACY



ENTRY



TOWEL BAR



PAPER HOLDER



TOWEL RING

Available Finishes:

- ▶ Chrome
- ▶ Satin Nickel
- ▶ Dark Bronze
- ▶ Matte Black

Available builder programs—including our 'Branded House Partnership' program—will fulfill the needs of builders both large and small. Visit www.betterhomeproducts.com and click on the 'Builder Programs' tab for more details.

Matching Design and Finish Locksets and Bath Accessories

GREAT FILL RATE • EXCELLENT QUALITY • SAME DAY SHIPPING FOR FAST DEALER DELIVERIES!

www.betterhomeproducts.com



Adobe Stock/slavun

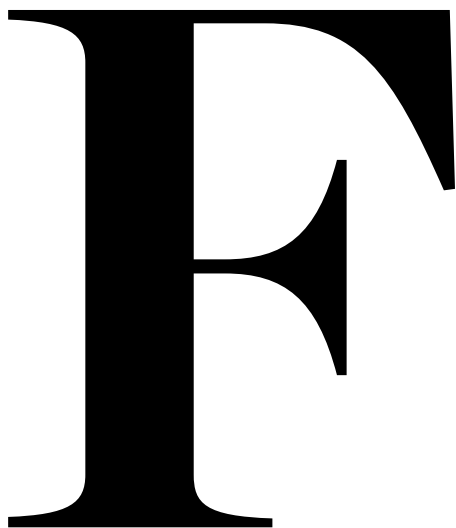


HOME HUES

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



Story by _ LYDIA LEE



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 midsize 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



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



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 Caesarstone 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,

Missed the education
offered at the 2020
Builders' Show?

NO PROBLEM!



**2020 INTERNATIONAL
BUILDERS' SHOW
EDUCATION
ON SALE NOW!**

You can purchase a one-year subscription to the IBS Education On Demand library and have access to more than 150+ IBS sessions covering 7 building industry tracks for only \$199 for NAHB members/\$299 for non members!

Paid full IBS 2020 registrants*: A complimentary one-year subscription was included with your IBS registration. An email with instructions to access the recording was sent to all eligible registrants in late February.

* Offer does not apply to spouse, exhibitor or student registrations.



ORDER TODAY!

BUILDERSSHOW.COM/ONDEMAND

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

Introducing the **POCKET GUIDE** to Fair Housing Act Accessibility



This free app is designed to help you comply with the FHA accessibility requirements and facilitate greater access to multifamily housing for persons with disabilities.

KEY FEATURES:

- Tool to determine if the FHA applies to your housing project
- Quick access to the 7 “design and construction” requirements
- Access from anywhere

nahb.org/FHAguide

Developed by:

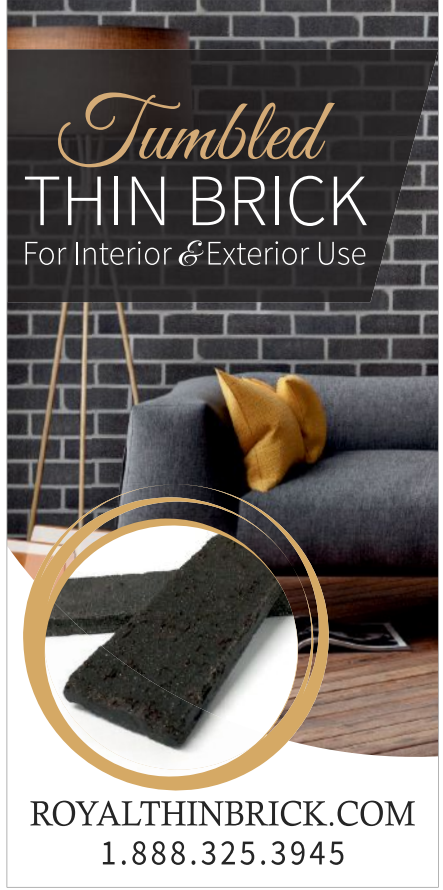




ULTRAKRAFT
A cost-efficient upgrade to rosin paper that features a waterproof, tear-resistant layer.

Protective Products
International Inc.
Surface Protection Solutions

ProtectiveProducts.com
(800) 789-6633



Tumbled
THIN BRICK
For Interior & Exterior Use

ROYALTHINBRICK.COM
1.888.325.3945



ASTROflashing
The Ultimate Bendable Head Flashing

1-800-334-4474
www.astroplastics.com

Patent Pending



Builder
Content Licensing for Every Marketing Strategy

Marketing solutions fit for:
Outdoor | Direct Mail
Print Advertising
Tradeshow/POP Displays
Social Media | Radio & TV

Leverage branded content from Builder to create a more powerful and sophisticated statement about your product, service, or company in your next marketing campaign. Contact Wright's Media to find out more about how we can customize your acknowledgements and recognitions to enhance your marketing strategies.

Call Wright's Media at 877.652.5295,
visit our website at
wrightsmedia.com/sites/hanleywood
or email us at hanleywood@wrightsmedia.com

FOR INFORMATION
on how to be a part of the next
BUILDER MAGAZINE
special advertising section, contact
Meredith Finan
mfinan@hanleywood.com



Finest selection of
contemporary European
wood and gas stoves
and fireplaces

*Shaker
Wood
Stove*

914.764.5679 www.wittus.com

AD Index

Advertiser	PG number	URL
AdvanTech	30-31	www.AdvanTechAGame.com
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

*Issue mailed in regional editions. Advertisers: To update your listing, contact Bernadette Couture at 802-316-3733 or send an email to bcouture@hanleywood.com



Sea Spray

by SYMONE GARVETT

FOR 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.



2020 PRODUCT GUIDE Check out our latest residential product coverage on pages 39–68 of this issue and at [builderonline.com/products](https://www.builderonline.com/products).

Wendell Webber

DURABLE SIDING. NOW IN SMOOTH.



Introducing **LP® SmartSide® Smooth Trim & Siding**.
Engineered wood strand technology for advanced durability.

Learn more at LPSmartSide.com



SmartSide®
TRIM & SIDING



Toll Brothers, Turquesa, AZ

A wide-angle photograph of a modern home's interior. The room features a large, open-plan living area with a light-colored wooden floor. In the foreground, a dark wood coffee table holds several glass bottles and a small plant. In the background, a large, multi-paned glass door system (Series 7600) opens up to a covered outdoor patio. The patio has a light-colored stone floor and is furnished with a beige sofa, a wooden coffee table, and a green armchair. The patio is surrounded by a wooden fence and lush greenery. The interior walls are a light beige color, and the ceiling has exposed wooden beams.

Build Better

westernvolumeprogram.com

Meet the Series 7600.

Our strongest and most energy-efficient aluminum multi-slide door ever.