



Siding Trends 2021

With CHBA National & Gentek Building Products



Kevin Lee, CEO CHBA
National



Robbin Lindsay, Sales
Manager – New Const.,
Gentek Building Products

Agenda

- Design & Colours— Past and Present
- Today's Trends – textures, profiles, colours
- The Style you want, at the budget you need
- 2021 & Beyond
- Questions



The Past

- Unadventurous colours
- White Windows
- Horizontal profiles
- White trim and aluminum accessories
- No transitions



Present

- Bold Colours
- Mix of textures
- Vertical siding - Panels
- Wider profiles
- Coloured windows





Today's Trends

- Transitional Contemporary designs – Modern, Traditional, Hybrid
- Woodgrain finishes and colours in non-wood products
- Grey dominance and a resurgence of the non-colours – Black & White
- Sharp edges – slimmer trims
- low-gloss finishes



Poll Question

What contemporary exterior siding colours are selected most often by consumers/designers for new construction projects in your market?

- a. Dark/Bold - Grey/Blue/Black
- b. Dark/Bold – Brown/Red/Green
- c. Light/Traditional – Grey/Pebble-Brown/Blue/Green
- d. Light/Traditional - White/Linen/Sandalwood/Wicker Clay

Colours

- 50 Shades of Grey
- Woodgrains
- Black and White



Textures- Profiles

- Wider Planks
- Panels
- Contrast-
Feature walls





The style you want, at the budget number you need

- Mix of finishes on the wall that assist in the arrival at a budget number that is affordable for builders and consumers.



Poll Question

Is lack of labour for installation of products an issue for your business in your market?

- a. Yes
- b. No

Versatility

- Applications in low-rise, mid-rise, commercial



Efficiency

- Products that install efficiently
- 365 days a year



Poll Question

Would you be more likely to select an exterior siding product for your project if the product possessed some insulation/Rain-screen properties, that are either engineered as a portion of the product itself or as part of a wall assembly?

- a. Yes – assuming cost competitiveness
- b. No



2021 & Beyond

- Ease of installation
- Energy efficiency-Wall Systems
- Reduced Carbon Footprint, LEED





Questions?



Robbin Lindsay, Sales
Manager – New
Construction, Gentek BP

Product-specific questions,
sample requests, availability
inquiries

For more information, please visit
<https://www.gentek.ca/en/Index/Home.aspx>

For follow-up questions, please
contact me,
robbin_lindsay@gentek.ca
289-230-4922