

Siding Trends 2021

With CHBA National & Gentek Building Products



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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

Canadian Home Builders'

Associatio

- 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

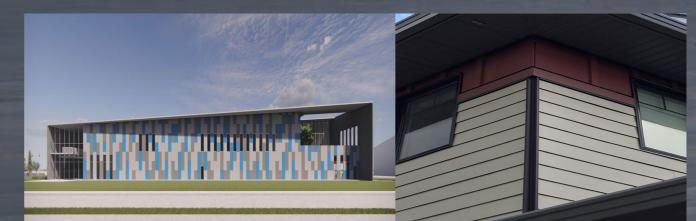






Textures-Profiles • Wider Planks

- 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

120



Versatility

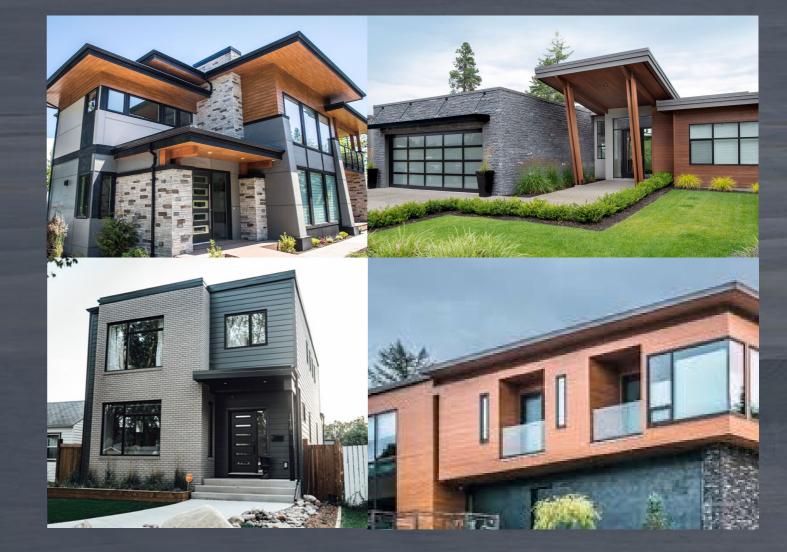
 Applications in low-rise, mid-rise, commercial





Efficiency

- Products that install efficiently
 265 dove on
- 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



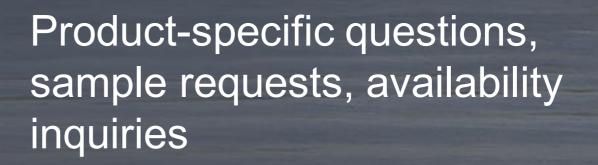
2021 & Beyond

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





Questions?





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For follow-up questions, please contact me, <u>robbin_Lindsay@gentek.ca</u> 289-230-4922