

Welcome to The Color Story. We hope you enjoy this literary and visual experience, compliments of the Sherwin-Williams Color Marketing & Design Services Department. This fourth edition will explore the current conditions and interests that drive this market. We will examine and define color trends that are influencing the entire Commercial Market Segment for 2013.



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color story

commercial

Navy is key.

There have been significant changes in retail shopping over the last decade as fewer shopping malls are being constructed today. Instead retail is moving out of the malls and into open-air centers. These open-air shopping centers include bookstores, high-end furniture chains, boutiques, entertainment, and indoor/outdoor restaurants with enticing patio's. Each building has a unique exterior facade that enhances the ambiance. Retail stores are painted in exciting color combinations such as vivid golds, terra cottas, greens, bright white, and classic cream tones. And recently, it is not surprising to see navy making its way into the mix.

Navy is the new neutral.... tailored and classic. Navy accents are used for awnings on exterior store fronts, and compliment the brick pavers that are typically used for walkways in these open air environments. Although navy is making a statement on exterior facades, this color is making its way into the interior scene. Ceilings painted a rich navy with soft creamy trim, will make a space feel dignified and rich.



Toasty
SW 6095

Sassy Green
SW 6416

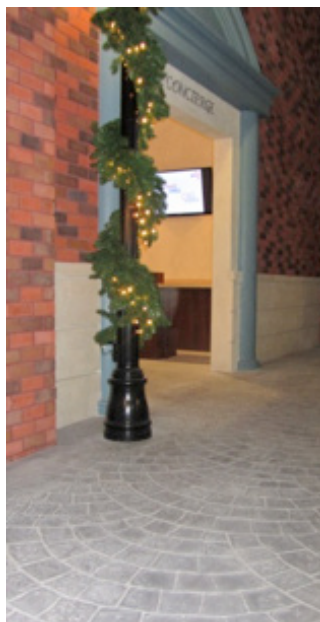
Navel
SW 6887

Naval
SW 6244

Chop Sticks
SW 7575

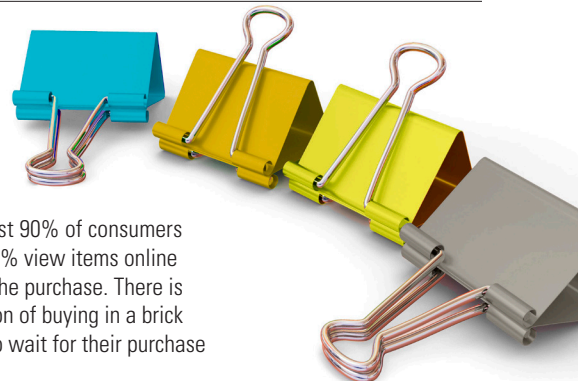
Naval
SW 6244

Decorative concrete is taking on a starring role in commercial spaces due to its many advantages. Flexibility of playing with patterns and colors is an innovative way to add appeal to the exterior. Its authentic look and feel resembles actual stone without breaking the bank. Warm and cool hues of colored concrete evoke an old world charm and form an impression of upscale class and style, enhancing any exterior.



Lusty Red SW 6863	Calypso SW 6950	Mountain Stream SW 7612	Silvermist SW 7621
Eye Catching SW 6914	Alchemy SW 6395	Cocoon SW 6173	Safari SW 7697
Black Magic SW 6991	Westhighland White SW 7566	Dovetail SW 7018	Gray Clouds SW 7658

Due to the printing process, colors shown approximate to the actual color.



Did you know...

When it comes to shopping, almost 90% of consumers research purchases on line, yet 51% view items online and then go to the store to make the purchase. There is still the need of instant gratification of buying in a brick and mortar store and not having to wait for their purchase to show up at their doorstep.

LVT

Luxury Vinyl Tile has taken on a new dimension. It is gaining popularity in commercial spaces due to the durability, realistic qualities, and more eco-friendly properties. There is an enormous selection of various "wood species" and colors to choose from, making it easier for the designer to specify exactly what they need to make the space successful. Many large retail centers have incorporated luxury vinyl flooring for easy cleanability and upscale appearance.

With new technologies in the manufacturing process, LVT is durable for high traffic areas and can endure the abuse of shopping carts. Although luxury vinyl tile is a major trend in contract flooring, carpet tile is another popular choice in commercial markets. Carpet tile allows for more creative designs with less waste compared to broadloom. The popular trend of marrying carpet tile and luxury vinyl tile in a space has been gaining momentum over the last few years.

PATTERN & COLOR

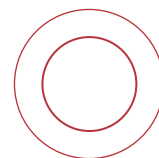
NEOCON, (National Exposition of Contract Interior Furnishings), 2012 showcased bright pops of color on accent furniture as well as office systems. Saturated reds, and orange were the most popular. Blue, green and fuschia are following closely behind. Pattern was almost obsolete.

New trends in carpet tile showcased solid tiles mixed with colored gradation to create an umbre effect. Warm and cool colors merge creating visual interest.

Gray wood tones are up and coming in flooring but also seen in system furniture. Lighter wood grain and white tones are prominent. Espresso hues are still specified but are becoming less popular as the lighter gray tones have come into play.

WHAT'S NEW?

A new development in carpet tile is finally here...carpet tile made from corn-based derivatives called Triexta. The new construction made from corn creates a positive to positive charge that neutralizes all stains making this type of technology impossible to stain. Besides being heavily "green", Triexta is exceptionally durable, and boasts claims of being easily cleaned.



Over the last several years, technological advances have been produced in decorative concrete products. H&C's Stamp Overlay shown in this photo mimics a cobblestone street and manhole cover. The addition of H&C Color Packs will prevent fade reduction of the surface as well as lessen or minimize impact abrasion wear. Decorative concrete is the optimum choice when a variety of traffic is anticipated. Strollers, wheel chairs, and other walking-aids may scratch the surface. If the color is only topical, such marring will reveal the natural color of the resurfacing product, which is usually gray or white. Using H&C Color Packs will minimize the appearance of chipping and scratches as the color runs through the entire mix of the overlay or resurfacer product. For more information, contact the H&C Technical hotline at 1-800-867-8246.