



665 Rodi Road Suite 305
Pittsburgh, PA 15235
Phone: 412.244.0440
Fax: 412.244.9090
www.HMAmembers.org

A close-up look at Hardwood trends

During the final business session of HMA's 2019 National Conference and Expo, market sector 'key' player **Emily Morrow Finkell**, CEO, EF Floors & Design, presented this snapshot regarding Mega trends in Flooring.

"Staying ahead of the Design Curve" – Emily Morrow Finkell, EF Floors & Design
The affluent buyer is looking for "attainable luxury that feels indulgent, but is within reach."
And Mega Trends are showing that design, quality and color matter!

- The raw beauty of the wood and the desire for "cleaner" looking hardwood flooring is a Mega Trend. But **Pattern** matters, with the demand for more creative installation techniques, like herringbone, a timeless look and a growing Mega trend.
- Designers, consumer and commercial, are looking for **Quality** – higher end, better materials like Rift and Quarter – and price points, so that they have options.
- As to **Color**, people are looking for more choices and more variety. Grays are still strong, but with a warming of the gray palette. (Dark-Dark, Light-Light, Neutrals, Cerusing, Light-White effects.) And Greige – a gray/beige combination – is the foundation color across the hard surface, flooring category.

Who is the affluent buyer?

Millennials are important, for sure. But do not forget the Baby Boomers, the wealthiest of the demographic groups. They like service. They like attention. They appreciate quality. And they are more brand loyal than GenY.

And what about technology?

Make it work for you. The Digital World has impacted how consumers and designers see and manage design trends, with the critical question being – How will this look on Pinterest or Instagram?

Visit the Members Only section of www.HMAmembers.org for the audio recording and PowerPoint presentation for this in-the-know presenter.