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A close-up look at Hardwood trends

During the final business session of HMA's 2019 National Conference and Expo, market sector 'key' player **Matt Weaber**, CEO, Weaber, Inc., presented this snapshot regarding Mega trends in Moulding/Shiplap.

"Getting creative and pushing the envelope"

"Feature **Wood Wall** trends are everywhere, with emphasis on texture. This is achieved by adding Moulding, Wall Boards, Ship Lap and Board & Batten applications.

- **Ceiling** trends are becoming more popular every day. Ship Lap and light or natural wall boards are the most commonly used. They add texture and warmth to a somewhat underutilized area.
- **Moulding** trends bring fun geometric and traditional cabinet wall panels that add depth and life to a flat surface.
- **Color** trends are starting to warm up. Cool grays are on the way out, with warm whites and earth tones starting to emerge. Also, accents in deep jewel tones in emerald and sapphire."

As Weaber Inc. transitions into the future, the focus is to "make hardwoods interesting, affordable and DIY (Do It Yourself) friendly" - creating aesthetically pleasing, affordable hardwood products that are easy for consumers to install, and using Social Media to first generate interest in the finished products; and then to demonstrate the 'how-to' process.

"Different parts of the country have different tastes," Weaber said. So develop products that answer to those tastes. And as an industry, "we need to get creative and keep pushing the envelope."

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

(Editor's Note: Currently, Weaber's weathered wall board products are in every Home Depot in North America. Their strategy appears to be working well for them.)