



WOOD FINISHING SYSTEMS



TRENDS 2017
KITCHEN & BATH CABINETRY

TRENDS 2017

KITCHEN & BATH CABINETRY

Today's homes tend to have more contemporary elements: sleek designs that offer a minimalistic feel and ability to mix and match accent pieces to portray an individual's tastes and personality. This trend of incorporating eclectic elements into a living space has even migrated into kitchens, where the growing percentage of millennial home-owners has only helped the trend gain even more traction. However, the trends we're seeing on the coasts are distinct from the designs that work for the rest of the country.



As kitchens go beyond their traditional usage and increase in size, we are seeing more use of interior designers for the creation of unique kitchens to match the preferences of customers who desire an eclectic, personalized atmosphere. Remodels in general are becoming more and more popular, and kitchens lead the way as one of the most desired remodel options. Some hot items and themes in kitchens include:

- **Cabinet capabilities to accommodate hidden appliances.** These items, as well as space efficient options are becoming increasingly popular. For example, toe kick drawers, and floor-to-ceiling cabinets to lodge concealed refrigerators, icemakers, and pantries.
- **Demand for islands is booming.** They are increasing their functionality beyond just being a cooking or cleaning surface and now can house charging stations, bookshelves, and hidden appliances. Current popular countertop materials include granite, wood, concrete, laminate, glass, or even a mixed-media blend of these materials to add an extremely personal touch.
- **Paint vs. Stain.** Speaking generally, stained cabinets remain the most common type of finish, although painted finishes are growing in popularity. Painted cabinets in shades of white, beige, and gray are extremely popular in the Northeast, while stain continues to be the number one option in places like the Midwest and Southwest.
- **Door Styles.** Shaker-style cabinets continue to be a leading option. Beyond that, cabinet styles that fit either the contemporary or the transitional styles seem to split the market. More ornate detailing like applied molding remains more common in places like the Northeastern United States.
- **Lighting.** With technology advances in LED lighting making it more customer-friendly and versatile, we are seeing its more frequent incorporation into toe kicks and directly below cabinet fixtures and countertops. Additionally, it doesn't get as hot, can last for years, and even can be compatible with "smart" technologies for operation.
- **Bold & Diverse.** Colors and styles are evolving as quickly as the world around us, and are found to be just as diverse as well. The state of color has never been more restless. New spirituality, cultural flux, feisty self-expression and soulful nostalgia are combining to paint an emerging portrait of our shared future.

MIDWEST

Traditional, natural colors that deliver a feeling of warmth will be found within kitchens across the Midwest. Rustic colors and stains to be used with a more diverse range of wood species pay homage to an industrial culture and appreciation for the natural surroundings that create a cozy, familiar aura to host family and friends. As we move into 2017, look for shades to accommodate a migration back to neutral bases and an increasing usage of new technologies in light fixtures.



WHITES & NEUTRAL

Shades of white remain as popular as ever for kitchen cabinet colors, as well as other neutral grays and beiges to give a feeling of balance and simplicity. Cabinets in these popular classic hues allow for deeper, darker shades on walls and let the character of countertops and islands stand out.

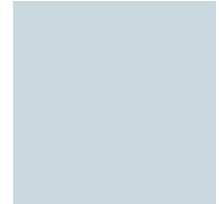


RUSTIC & INDUSTRIAL

Colors like grays and browns reflect the Midwest's slower, simpler pace and bring together both the industrial and farming backgrounds of the region. These shades portray a sense of moderation and modesty, while bringing a low-keyed elegance to kitchens and cabinets. Consider browns, grays, and greens as painted alternatives to white as the painted option increases in popularity.



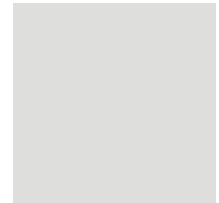
Mossy Shadows 16-17



Glacial 27-2



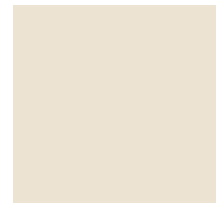
Stetson 2-22



Wraith 28-32



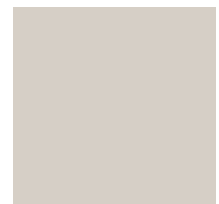
Durability 29-22



Balsa 9-32



Thyme Green 16-19



Granitine 29-30



Petaluma 11-22



Flax 7-31

NORTHEAST

Deep and rich shades of grays, greens, reds, and navies capture a classic American nostalgia and invoke feelings of simple elegance steeped in tradition in the Cape and Colonial styled homes for the Northeast. "Furniture styled cabinetry" is a popular option for conveying this aura, but it can also be achieved by utilizing a recessed toe kick. However, moving south of New England and into the cities, more industrial and modern stylistic elements and the use of grays and mixed media in kitchen designs is becoming more prevalent in urban dwellings.



TRADITIONAL WHITES

In keeping with what has been traditionally and historically popular, white cabinetry has been a mainstay in the kitchens of Northeast America. It remains a clean, safe complement to shades of blue and light grays to capture the likeness of the nearby North Atlantic Ocean.



MIXED SURFACES

In many modern kitchens, especially those in urban areas, mixed surfaces are becoming increasingly popular. Exposed brick in walls, visible piping, metal in kitchen and lighting fixtures, and matching worn wood finishes all contribute to a timelessly industrial atmosphere that will include dark and neutral tones to achieve that desired "warehouse look".



African Night 32-18



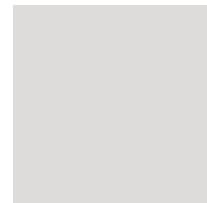
Noir 24-16



Glacial 27-2



Blue Fog 26-22



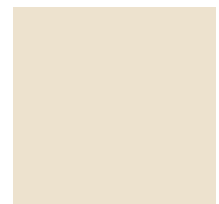
Wraith 28-32



Durability 29-22



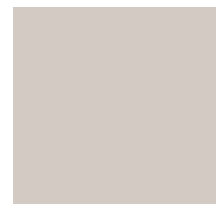
Anthrocite 25-19



Balsa 9-32



New Moon 26-18



Granitine 29-30



Blue Comfort 23-11



Scarlet O'Hara 5-16

NORTHWEST

A natural and subdued, yet colorful palette is typical of a home in the Pacific Northwest. Inspired by the North Pacific Ocean and surrounding lush flora and greenery, as well as the new, vibrant culture from Asian style, West Coast transplants and modernistic interior design trends. The use of grays and whites along with deep blues and greens captures the “freshness” of this region. Organic elements and appreciation for wood-tone aesthetics are ever prevalent in the homes and kitchens across Washington, Oregon, Idaho, Montana, Wyoming, and Northern California.



CUSTOM & SEMI-CUSTOM CABINETS

The rising popularity of custom and semi-custom cabinets allows the homeowner and decorators a chance to express their personality with surfaces within the kitchen. With regards to the Pacific Northwest, darker tones of blue, gray, and green work well on painted cabinets, while stains that highlight and appreciate woodgrain are also popular.



NATURAL NEUTRALS

Since most kitchens are updated every 16+ years, many homeowners who don't opt for painted cabinets in natural tones typically stick with whites and medium wood tones. Cabinets with a classic wood tone are able to hold their stylistic qualities over time while accompanying changing wall colors that can include shades of green, blue, and gray to portray elements of the natural surroundings.



African Night 32-18



Noir 24-16



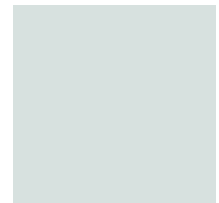
Academy Blue 24-13



Blue Fog 26-22



Mossy Shadows 16-17



January Frost 26-32



Anthrocite 25-19



Thyme Green 16-19



Purple Nite 30-17



Brick Dust 6-19



Blue Comfort 23-11



Forest Night 24-19

SOUTHEAST

Charming, cultural colors and shades that pay tribute to the historical styling of the Southern US include classic white, blues, light greens, yellows, and soft shades of pink. These hues create an atmosphere desired by those chasing an antebellum-styled kitchen. Often resulting in a bright, open-feeling space, these colors play into the popular concept of kitchens growing in size and becoming more open and functional beyond their traditional use. “Sweet” colors that play into colonial and coastal architectural schemes like sage, yellows, and peaches are utilized to match well with traditional white or even gray cabinetry.



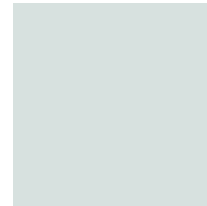
SHADES OF WHITE & GRAY

To match with the sweeter and sometimes more natural colors adorning the walls of southern kitchens, white and gray cabinetry presents an elegant contrast. As islands become more popular, white and gray cabinetry allow the selected countertop to attract the eye and truly serve as a centerpiece to the southern kitchen.



OPEN KITCHENS

Soft shades of reds, pinks, greens, and blues along with the continued use of off-whites and beiges complement the migration back to neutral, simpler bases on cabinetry and allow the kitchen to maintain its open feel while having pops of color and differentiation in the background. Grays and wood finishes also help sustain elements of southern comfort and coziness.



January Frost 26-32



Rose Ash 4-24



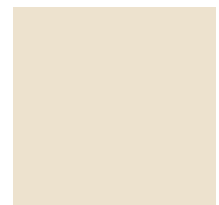
Thyme Green 16-19



Flax 7-31



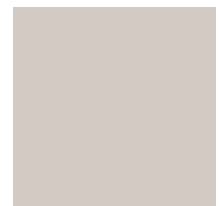
Glacial 27-2



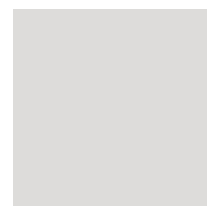
Balsa 9-32



Stetson 2-22



Granitine 29-30



Wraith 28-32



Sutter's Gold 12-7



Durability 29-22



Russet 6-23

SOUTHWEST

Vibrant and lively color styling from the immersion of Hispanic and Native American culture in the Southwestern United States became part of the traditional color schemes found within the region. Natural beiges, red-oranges, and clay hues capture the palette of the surrounding landscapes and historical structures while homeowners add their own pops of flair with bright reds and yellows. As you move towards the coast and Southern California, expect to find bolder, tropical shades of greens, oranges, and reds.



ADOBE COLORS

Appealing to traditional Southwestern culture, and encapsulating Hispanic and Native American influence, adobe colors such as reds and oranges offer a rustic aura when paired with browns and beiges. These colors create a lively atmosphere that matches well with the booming painted cabinet market.



BRIGHT & RELAXED

In this region, more specifically around Southern California, more tropical colors that tie in Hispanic elements with the surrounding oceans and plant life reinforce a laid-back atmosphere. White cabinets and dark painted-finish cabinets allow homeowners to play with wall colors and kitchen accessories to mesh modern style with a classic relaxed West-coast personality.



Olde Time Taffy 13-20



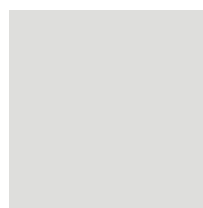
Stetson 2-22



Obsidian 33-17



Russet 6-23



Wraith 28-32



Durability 29-22



Premium Yellow 14-15



Balsa 9-32



Acorn 9-15



Brick Dust 6-19



Supreme 23-7



Scarlet O'Hara 5-16



For over 100 years, M.L. Campbell has been a leading North American wood finishing manufacturer with a continued commitment to our customers and the environment. M.L. Campbell is dedicated to developing break-through technology to supply our customers with a full line of advanced wood finishing products and systems. In partnership with our distinguished network of M.L. Campbell distributors, we offer fast custom color matching, expert support, and quick product delivery from a local source you can trust.



© M.L. Campbell Finishes
950-CT17-000 • 6/17

Call **1-800-364-1359** or
visit us at **www.mlcampbell.com**

