



WOOD FINISHING SYSTEMS



INDUSTRIAL WOOD FORECAST 2024



WOOD FINISHING SYSTEMS

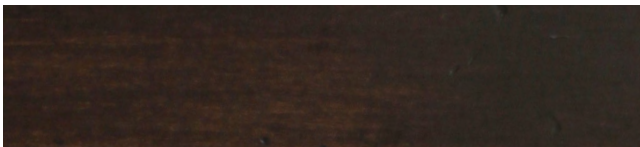
Homecoming

Coming home is humanity's secret to finding wholeness – the notion that “home” is both a feeling and a place. It's nostalgia, warmth, conversation and growing up. Home is taking your first steps, learning to ride a bike and drive a car. Home is people being in community with one another, keeping us in step with the craziness of the world around us. See home come to life in our 2024 Industrial Wood Color Forecast, bringing you the leading colors in today's trends for Industrial Wood finishings.

Here, this collection comes to life in 47 beautiful stains and colors along with our exclusive Stain of the Year, Heritage Brown.

Life can be crazy, unpredictable, and unforgiving. Our sense of home reminds us of the ways in which color plays a role in our lives. These colors and stains have been carefully curated across this collection to bring you a sense of warmth and influence new styles that will spark your creativity. This year's forecast incorporates four themes – Renew, Nostalgia, Essence and Flourish. Each tells a comforting story of how coming home inspires us to cultivate our families and invoke calmness and happiness in our daily lives.

As we dive into Homecoming, this year's theme for our 2024 Industrial Wood Color Forecast, we're reminded that no matter what is happening in our lives, home will always be there to ground us.





Natural wood and organic materials still lead in interior design trends today. Homeowners are in search of new and exciting ways to incorporate wood into their homes, seeking a sense of tranquility, peace and serenity. We see wood tones mimicking the colors of nature, easily paired with bright accent colors to create new, heightened experiences in residential spaces. The earthy, warm tones of wood remind us of home, inspiring the theme of this year's Color Forecast, titled Homecoming.

One of the biggest advantages of this trend is that wood finishes are both practical and stylish. Finishes today are much more forgiving to the wear and tear of everyday living, making natural wood a better material choice due to its longevity. Wood floors, window frames and trims made from natural wood offer unbeatable durability, ensuring your design elements will last for years to come. The organic textures and richer tones of natural wood add a sense of spaciousness and depth to any space, especially in a home.

To complement the natural wood, textures play a crucial role in bringing these elements together. Inspired by our theme Homecoming, we hope these finishes invoke a sense of nostalgia and

happiness while balancing the fabrication of your space. Balance is important in any space, and achieving that balanced aesthetic takes a keen eye and a mix of wood and natural elements. Look for other natural elements such as stone and metal to create a harmonious and well-balanced living environment.

At DesignHouse, we promote the use of mixed materials and textures in interior design and see this trend prevailing for years to come. This trend not only creates sustainable products but also adds a unique touch of personality to your product line. We hope Homecoming guides you on current and future trends that will resonate with residential markets and inspire a sense of home with the stains and colors you see. Use this forecast to ensure your next collection evokes both comfort and style.

Maggie Stone

Sr. Manager of Color & Design
DesignHouse





Renew

TAKE A SIGH OF RELIEF

With Renew, we're taking a fresh start and going back to basics with grounding whites, soft tints and creams. These colors tell a story of sensibility and complexity in layered hues. Layering whites has become a new method for creating opulent interiors. These complimentary finishes can be found on birch, ash, bleached cherry and walnut.

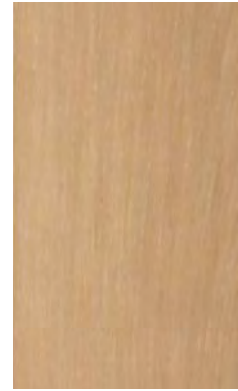
Industrial Wood Forecast 2024



Fleur de Sel
SW 7666



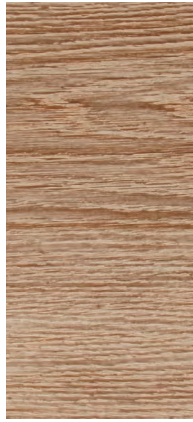
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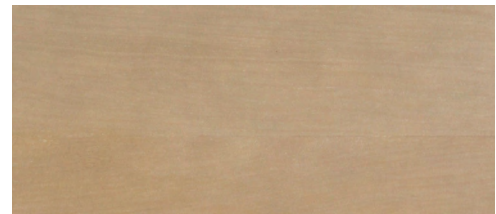
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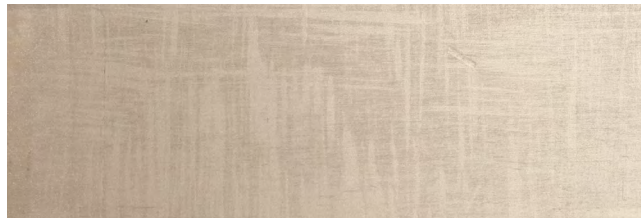
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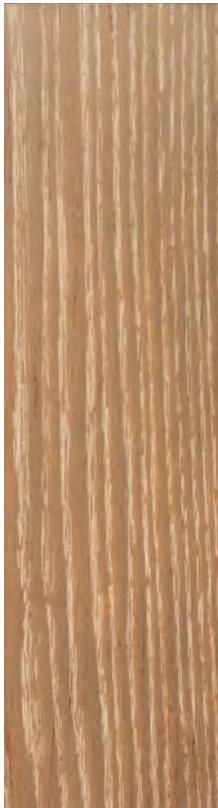
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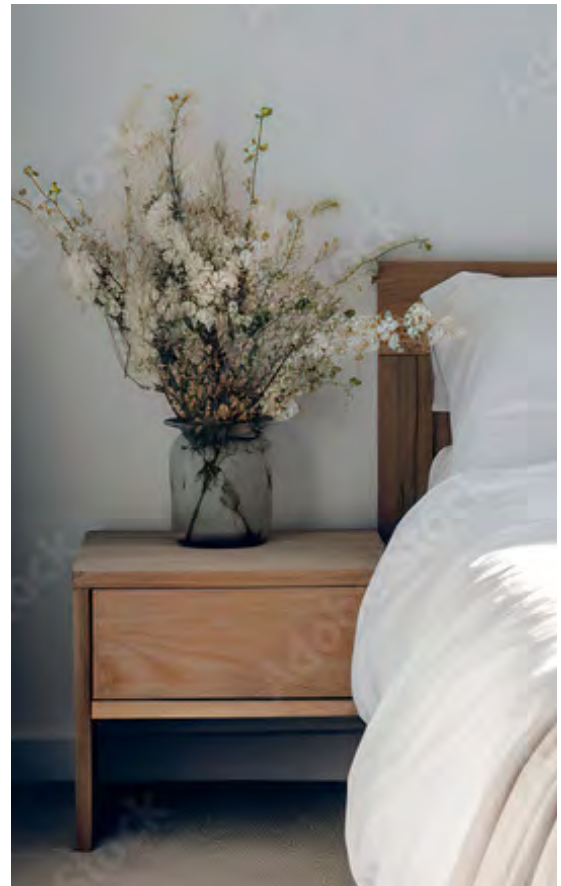
Industrial Wood Forecast 2024



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Influences

- Rest
- Mindfulness
- Depth
- Light



SWG012027

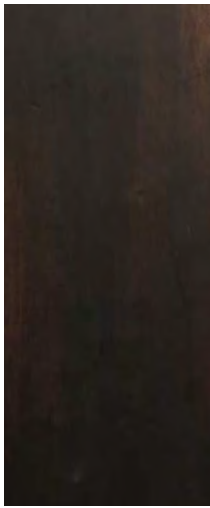


Nostalgia

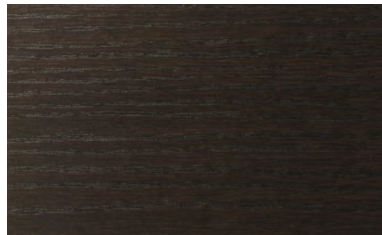
REFINED ELEGANCE

Take a deep breath, close your eyes and think about your most comforting memory of home. The feeling this evokes draws us into a deep nostalgia, as does this collection theme of dark, warm stains and hues. Foster comfort and familiarity with antique greens and the stark contrast of black and white combinations.

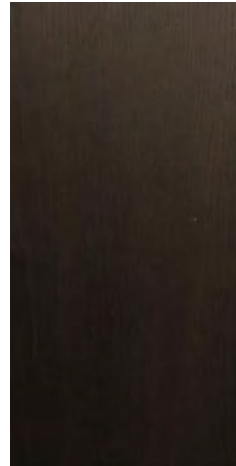
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SWG014323



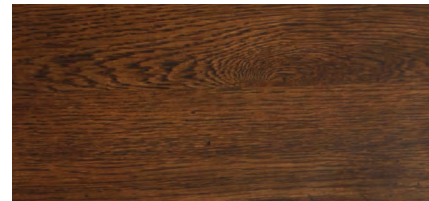
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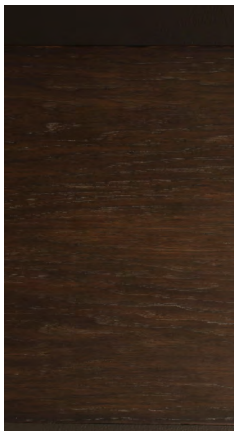
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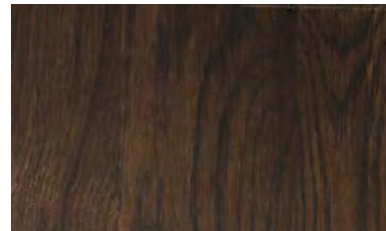
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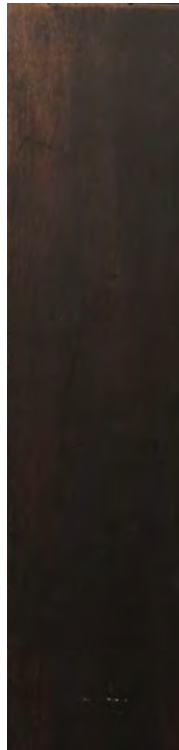
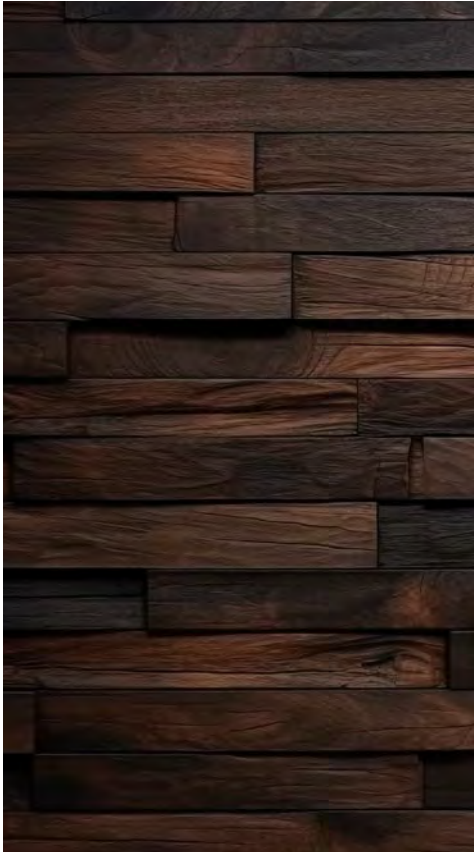
Carnelian
SW 7580



SWG015782



Industrial Wood Forecast 2024



SWG014803

Influences

- Security
- Drama
- Earth
- Mystery



SWG015231



Essence

TAKING THE ROAD LESS TRAVELED

Somewhere along the journey of homesickness, we reach a turning point from the past and become aware of the present and future ahead of us. The third theme of this collection, Essence, takes an organic approach on the road less traveled with earthy tones and neutral finishes on oak, hickory, poplar, elm and bird's eye maple. Driven by the comfort we seek from the past, this collection complements blue and green hues, giving a renewable feeling to the home.

Industrial Wood Forecast 2024



SWG016323



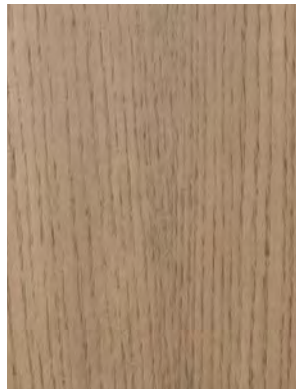
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Smoky Azurite
SW 9148



SWG08491



SWG016185



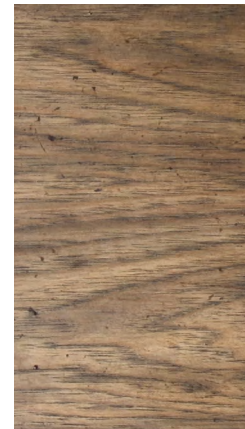
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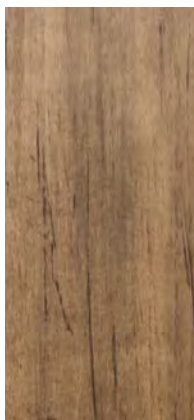
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SWG016329



Honeydew
SW 6428



Leapfrog
SW 6431



Industrial Wood Forecast 2024

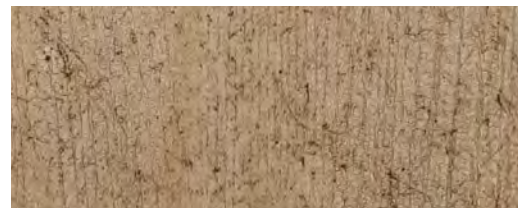


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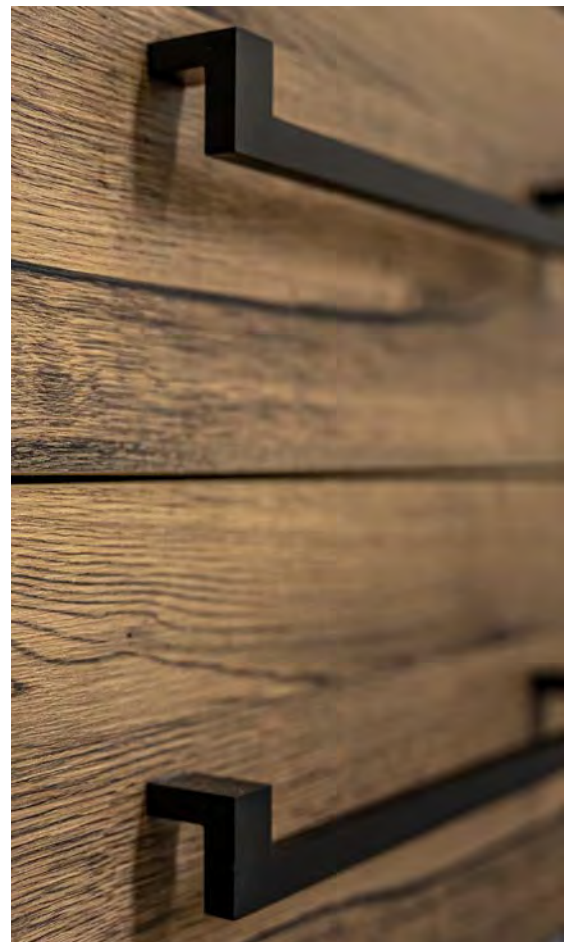


Influences

- Earth
- Moss
- Coastal
- Mist



SWG012682





Flourish

A PLACE TO FLOURISH, BREATHE FRESH AIR, AND EXPERIENCE THE COMBINATION OF HOME AND NATURE.

Tap into home's life-giving energy with Flourish, the fourth theme from this year's collection. These colors complement shades of red and purple while sparking a familiarity with our true selves. Flourish inspires us to gather pieces of life that were once lost and piece them back together with acclimation to texture, creativity and artistry.

Industrial Wood Forecast 2024



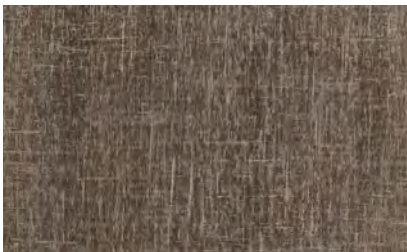
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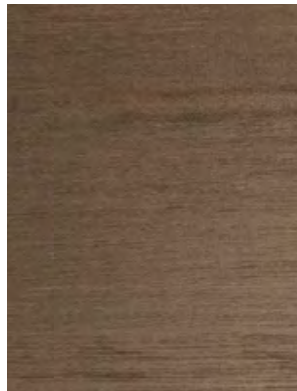
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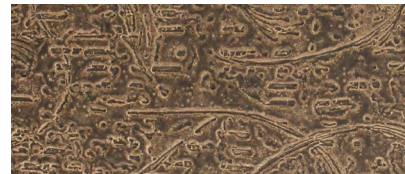
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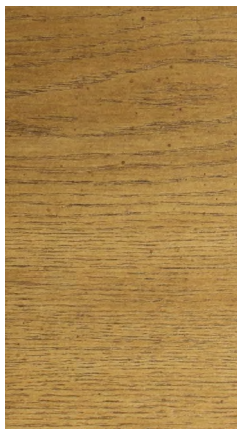
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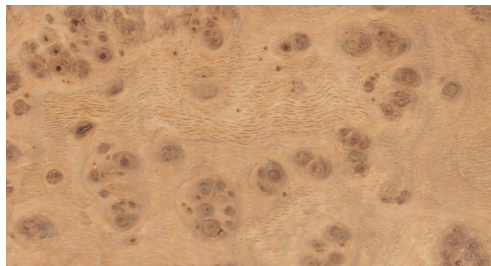
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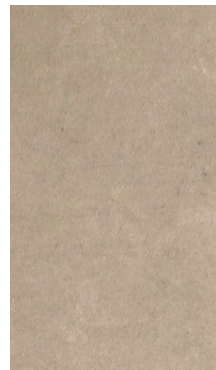
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SWG015537



SWG016318



SWG016309



Ravishing Coral
SW 6612



Sashay Sand
SW 6051

M.L. CAMPBELL
WOOD FINISHING SYSTEMS



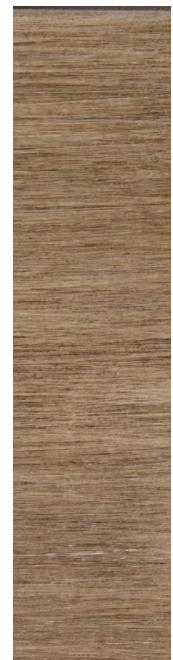
Industrial Wood Forecast 2024

Influences

- Imagination
- Energy
- Nourishment
- Functionality



SWG015537



SWG015666





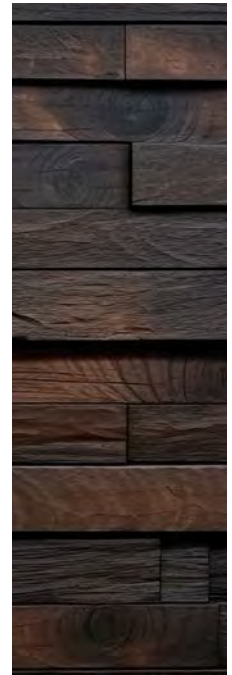
STAIN OF THE YEAR 2024

Heritage Brown

We're proud to announce M.L. Campbell Stain of the Year, Heritage Brown!

Carefully curated by color and design experts to complement this year's collection theme, Homecoming, this warm, rustic brown can be used in all areas of the home. Heritage Brown tells a story of depth and family history. Layered with neutrals or pops of color, this stain gives the perfect balance of earthy, homely tones.

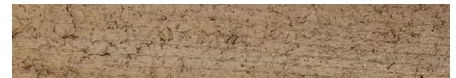
Industrial Wood Forecast 2024



Panel Index



Essence



SWG08491



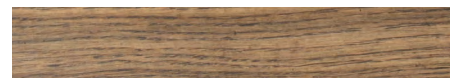
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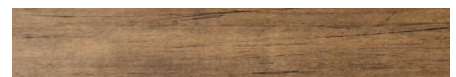
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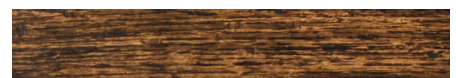
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SWG016323



SWG016329



Honeydew SW 6428



Leapfrog SW 6431



Smoky Azurite SW 9148

Industrial Wood Forecast 2024

Flourish



SWG010542



SWG014421



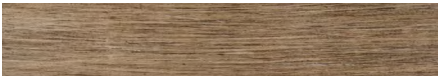
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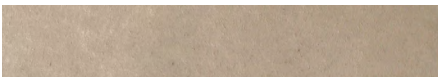
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SWG016306



SWG016309



SWG016318



Sashay Sand SW 6051



Ravishing Coral SW 6612

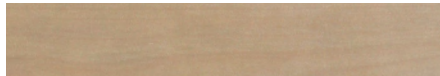
Renew



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SWG012027



SWG013755



SWG016069



SWG016216



SWG016255



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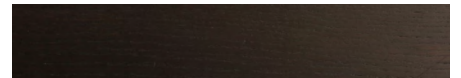


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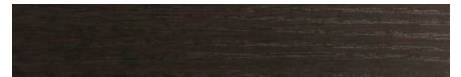


Fleur de Sel SW 7666

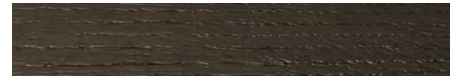
Nostalgia



SWG016181



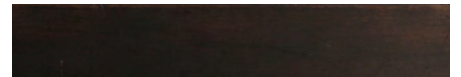
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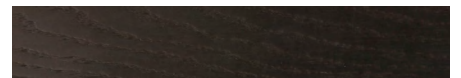
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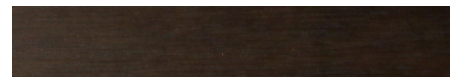
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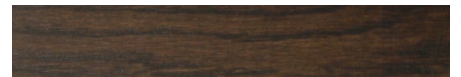
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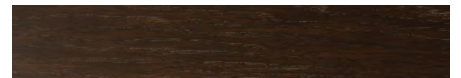
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SWG016278



Carnelian SW 7580

Contact your local M.L. Campbell Account Manager
or visit www.mlcampbell.com to learn more.



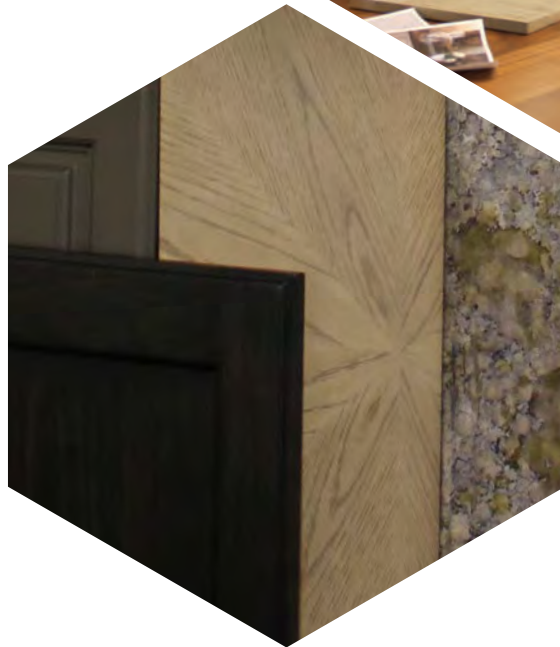
DesignHouse

A HOME FOR COLOR. THE PLACE FOR WOOD.

DesignHouse for Performance Coatings is a full-service, experience-driven design consultancy for custom color and finish creation. Our design consultancy is based on current data, real-world trend forecasting and stylist-curated color expertise serving the unique needs of kitchen cabinetry, furniture, building products, flooring and specialty wood product manufacturers.



Industrial Wood Forecast 2024



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 breakthrough 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.



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