

# Pine Financial & Investment Community of the Rockies

Cabinet Trends by American Woodmark



HAMPTON BAY

HAMPTON BAY  
DESIGNER SERIES

simply  
woodmark PRO

American  
WOODMARK PRO

# Trends: Where Do They Come From?

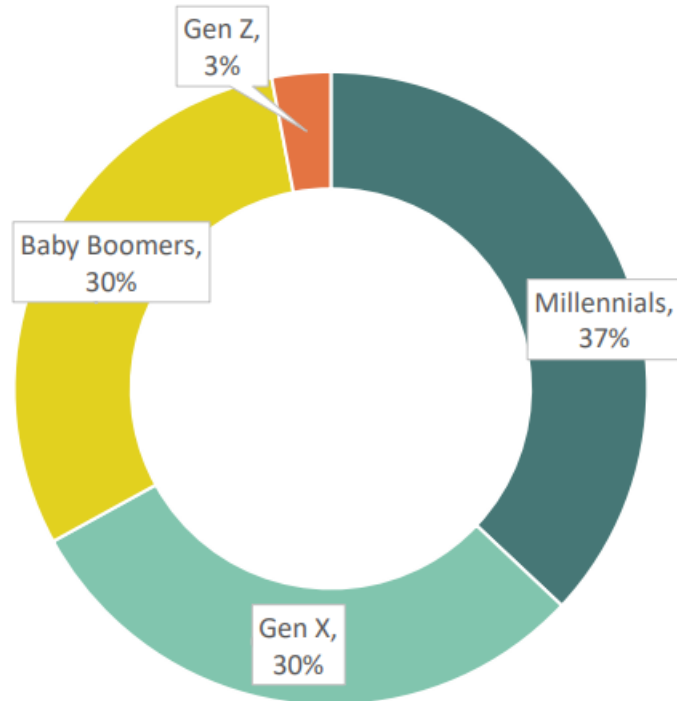


Trends are usually a reflection of changing social and cultural mood with influences from socio-political, economic, and cultural landscape.

# Trends: Where Do They Come From?



# 2024 Trends: Shopper Demographics



- Baby Boomers (1945-1964)
  - Making investments in their existing home to accommodate 'aging in place'
  - Gravitate towards classic, sophisticated styles but do not want clutter
  - Colors that inspire relaxation in the home
- Gen X (1965-1980)
  - Children of the 70's
  - Modern yet expressive looks
  - Lean towards comfort and durability with their active family
- Millennials (1981-1996)
  - Focused on flexibility, functionality and social gatherings
  - In the thick of their career, stretched thin with busy schedules
  - "Less is more" customer = minimalistic décor, clean lines and reduced clutter
- Gen Z (1997-2012)
  - Want on trend looks but need them at an affordable price
  - In the early part of their career
  - Bold and eclectic maximalist choices, anything goes

# 2024 Trends: Desires and Influence

45% of consumers spending more time in their kitchens

2/5 planning a kitchen project in the next 12 months

Improved storage dominates desired features in remodels: #1 Walk in Pantry, #2 Kitchen Island and #4 Customized Storage in Cabinets

The preferred way to shop and continues to be in-store.

Top 4 sources for ideas are TV, magazines, big box stores and Image based social media.



# 2024 Trends: Style Influence

**Desire for a new style triggers renovations**

**Self Expression and personalization in style (and function)**

**Combining styles to create a unique look is trending**

**White is still dominant but used as a neutral**

**Colors associated with nature are sought universally**

**Black is also playing a significant role across aesthetics**

**Wood grain back**



# 2024 Trends

## Mixed Styles

Trending Now: Combining multiple styles to create a unique look

- More personalized space
- Appeals to the more eclectic customer
- New twists on old style buckets
  - Timeless Appeal
  - Modern Farmhouse
  - Organic Minimalist
  - Maximalist Expression



# 2024 Trends

## Calming Colors

Trending Now: Calming colors are a key theme

- Scandinavian, coastal blues
- Light wood tone colors to warm up a space
- Medium natural wood tones with rich paint color





# 2024 Trends

## Warmer Wood Tones

Trending Now: Wood tones make spaces warmer

- Add character and earthiness to any space
- Warm up the space and compliment paints
- Natural and neutral promote calming, health-minded spaces



# 2024 Trends

## Multi-Functional Pieces

### Trending Now: Workhorse function

- Large Islands
  - Drawers with organization and additional storage
  - Serve as dining area, homework zone, work from home desk, food prep, wine storage, and more
- Walk-In Pantries
  - Facilitate organization
  - Food storage and secondary prep areas
  - Home small appliance zones, including coffee centers and baking stations



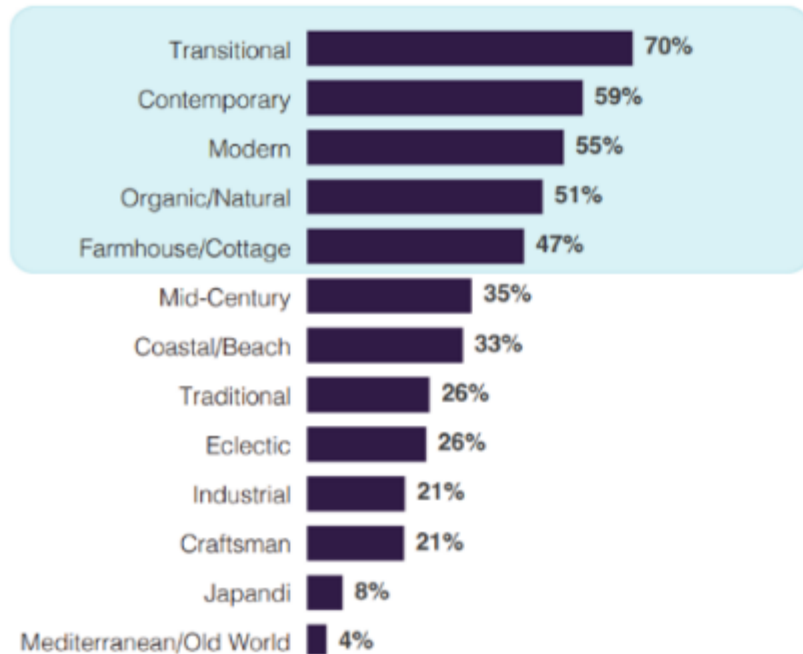
# 2024 and Beyond Color Trends

## Future Palette Projection

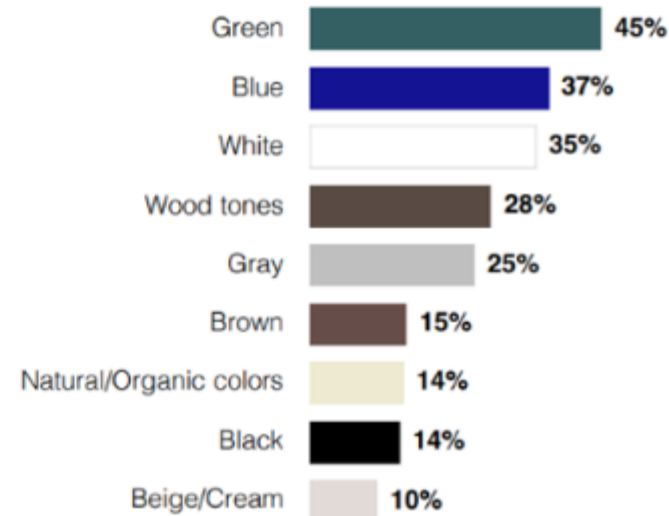


# Kitchen Trends One Year Ago

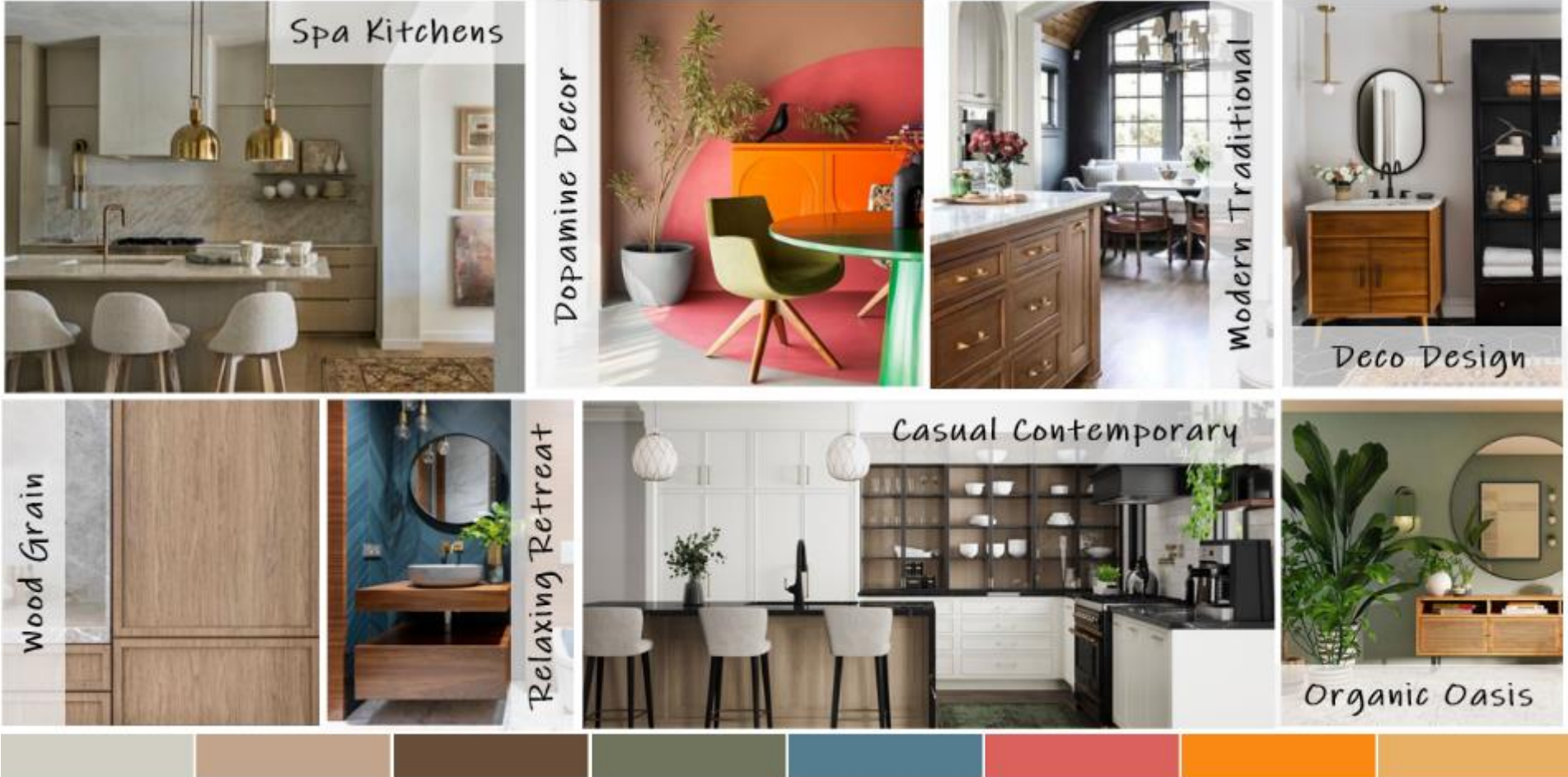
## Prominent Kitchen Styles in the next 3 years



## Top of mind kitchen colors include greens, blues, whites, wood tones and grays.



# 2024 Trends: Speak A New Language



# HAMPTON BAY<sup>®</sup>

# Hampton Bay Collection

- ☐ In-Stock
- ☐ Special Order
- ☐ HomeDepot.com
- ☐ Pro Desk / Quote Center
- ☐ Volume Discounts
- ☐ Additional NREIA Discount



HAMPTON BAY<sup>®</sup>

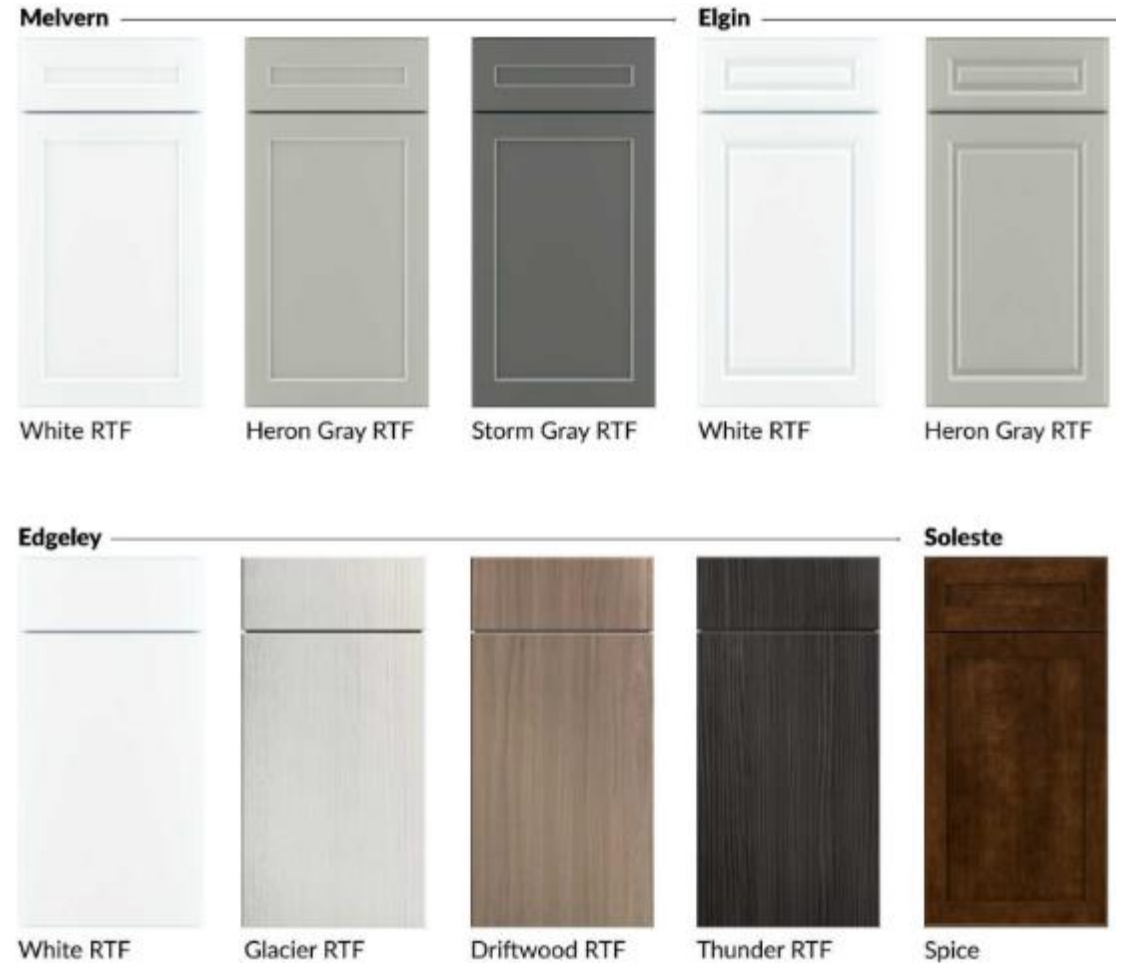
---

**DESIGNER SERIES**



# Hampton Bay Designer Series Collection

- ❑ Special Order
- ❑ HomeDepot.com
- ❑ Pro Desk / Quote Center
- ❑ Volume Discounts



simply  
woodmark **PRO**<sup>™</sup>

# Simply Woodmark Pro Collection

- ❑ Special Order
- ❑ Pro Desk / Quote Center
- ❑ Volume Discounts
- ❑ White Glove Service



American  
WOODmark PRO<sup>™</sup>

# American Woodmark Pro Collection

- ☐ Special Order
- ☐ Volume Discounts
- ☐ White Glove Service

	PAINTED										MAPLE					CHERRY		DURAFORM®								
	LEAF	SWISS	AMALIA	TECO	LAUREL	COOL	BUCKET	NAVY	NAVY	SLATE	SP	SPG	VERMONT	LATTE	TRIPLE	SLAT	HAZ	SLATE	LYNLA	TRIPLE	HAZ	EMERALD	TRIPLE	SLAT		
MacArthur																										
Savannah																										
Reading																										
Portola																										
Garner																										
Brookland																										
Hanover																										
Shorebrook																										
Laeburg																										
Adelaide																										
Westerly																										
Ashland																										
Glen Ellen																										
San Mateo																										



HAMPTON BAY

HAMPTON BAY  
DESIGNER SERIES

simply  
woodmark PRO



# Home Depot and NREIA Partnership

40+ Year Home Depot  
Partnership



9 Year NREIA Partnership



HAMPTON BAY

HAMPTON BAY  
DESIGNER SERIES

simply  
woodmark PRO

American  
WOODMARK PRO

# Colorado American Woodmark Pro Team

**American Woodmark Customer  
Care**

Phone: 1-855-HDPRO44

Email: [hdpro@woodmark.com](mailto:hdpro@woodmark.com)

**Nicole Filantres**

Western Zone Pro Sales Manager

1-847-828-2522

[NFilantres@Woodmark.com](mailto:NFilantres@Woodmark.com)

**Barry Jackson**

Pro National Account Manager

Phone: 1-919-601-9061

Email: [BJackson@Woodmark.com](mailto:BJackson@Woodmark.com)

**Rick McPheeters**

Denver South Representative

1-303-475-2416

[RMcPheeters@Woodmark.com](mailto:RMcPheeters@Woodmark.com)

**James Ryan**

Denver Central Representative

1-612-272-3423

[JRyan@Woodmark.com](mailto:JRyan@Woodmark.com)

**Brian McCune**

Denver North Representative

1-303-694-4725

[BMcCune@Woodmark.com](mailto:BMcCune@Woodmark.com)



HAMPTON BAY

HAMPTON BAY  
DESIGNER SERIES

simply  
woodmark PRO

