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Therma-Tru Introduces 2017 Door Color Trends

MAUMEE, OHIO – Each year Therma-Tru strives to offer its customers up-to-date products with options that meet current trends along with resources to learn how to keep up with those trends. Here, color expert Kate Smith identifies the top ten residential door colors for 2017. Door color trends are provided to help homeowners decide which door color fits their home and personality.

“Our connections to nature, community and ourselves deepen as we continue on the path of a well-lived life. As a result, homeowners continue to be drawn toward natural materials and neutral colors for their home’s exterior. The exception to this are colors for their doors.”

Smith notes, “The door has become more than a focal point at the entry of a home. It is considered an important element in giving the home a distinct look that reflects the homeowner’s personality and boost the home’s curb appeal.” With that being said she suggests selecting paintable doors such as Therma-Tru® Classic Craft® Canvas Collection®, Smooth-Star® and Pulse® doors to get a customized look. “These doors are a blank canvas for color and can be painted to reflect the most current trends, or our need for something new,” says Smith.

2017 Door Color Trends



Smith highlights the top 10 door colors for 2017 along with the categories of homeowners likely to purchase these trendy colors:

- **Royal Hyacinth** (Pittsburg Paints 1169-7) – Purple tones blend calm, composed blue with strong, energetic red. Bordering on blue, this shade speaks to those who value honesty, authenticity and benevolence.
- **Gentleman's Gray** (Benjamin Moore 2062-20) – When the sun sets on dark indigo blue it fades to a deep, mysterious gray. Introspection, intelligence and wisdom are equally entwined in this strong, complex neutral.
- **Saguaro** (Sherwin-Williams SW 6419) – This hue brings together consciousness, craft and culture of a diverse global community. The verdant green can add an earthy element to a bright color palette or jazz up a neutral scheme.
- **Dollar Bill Green** (Benjamin Moore 2050-20) – Blue-green continues to be on-trend but morphs into a deeper green with blue undertones. Embodying both tradition and trendiness, it's a color with broad appeal.
- **Emotional** (Sherwin-Williams SW 6621) – An exuberant hue tamed by a touch of gray. It's a perfect color for those who remain excited and enthusiastic about life even when others don't share their optimism.
- **Kimono Violet** (Sherwin-Williams SW 6839) – A magical color that has the ability to seduce the senses with notes of black cherry. Lush, floral and juicy, this strong shade appeals to both men and women.
- **Shadow** (Benjamin Moore 2117-30) – A master of ambiance, rich amethyst is allusive and enigmatic. It revels in the sunlight and dances in the darkness. This is a hue poised to add sophistication to any combination of colors or neutrals.
- **Cider Toddy** (Pittsburg Paints 1207-7) – Throughout history gold has been associated with prosperity and luxury. Today, gold speaks to a desire for emotional and spiritual abundance in addition to material wealth.
- **Deep Forest Brown** (Sherwin-Williams SW 9175) – With grace and presence, dark brown is stable, strong and commands respect. This is a powerful, neutral that can be a striking replacement for black.
- **Dinner Party** (Benjamin Moore AF-300) – Red with a hint of copper is a natural for spicing up a neutral scheme. This warm, adventurous color says confidence, determination and creativity.

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Colors That Connect Us

According to Smith, these 10 irresistible colors for 2017 are as intriguing as they are beautiful. Each of these hues works with a broad range of neutrals or can be added into a traditional two-, three- or four-color scheme.

“This year’s colors invite us to continue deepening our connections to the world around us, the global community and most importantly ourselves,” says Smith.

Therma-Tru has recognized the importance of color and what it means to homeowners to have a front door color that fits their home and personality. That’s why our showrooms and social media sites such as Pinterest provide inspiration and design ideas for consumers. Along with that, the recently-launched color pages at www.thermatru.com use different color schemes and a color wheel to help illustrate which front door color would be best for their home, and provides color swatches that ‘match up’ with different personality types.

About Kate Smith

Career color trend forecaster Kate Smith shows companies, designers and consultants how to become a go-to resource for color expertise. She provides color information, tools and services using her color expertise. Free copies of her successful e-books, *FRESH Color Schemes for Your Home Exterior* and *FRESH Home Exterior Colors*, along with other color tips, can be found at <https://www.thermatru.com/learn-plan/design-inspire/chose-your-color/>.

About Therma-Tru

Therma-Tru is the leading entry door brand most preferred by building professionals. Founded in 1962, Therma-Tru pioneered the fiberglass entry door industry, and today offers a complete portfolio of entry and patio door system solutions, including decorative glass doorlites, sidelites and transoms, and door components. The company also offers low-maintenance *Fypon*[®] polyurethane and PVC products. Headquartered in Maumee, Ohio, Therma-Tru is part of Fortune Brands Home & Security, Inc. (NYSE: FBHS). For more information and product warranty details, visit www.thermatru.com, www.fypon.com or call 800-537-8827.

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