

Color, Design and Market Trends for 2014 Residential Outdoor Products

The first of its kind report to evaluate the color and design characteristics of building products and décor and how they create the new outdoor room



Metaphor llc is a recognized color and design studio specializing in outdoor building products and décor.



NADRA is a non-profit organization representing the outdoor living industry.



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Outdoor building products and décor are proving to be an extremely successful and growing market. Homeowners are turning their decks, patios and porches into outdoor rooms and their backyards into casual-living retreats. This is driving the demand for thoughtfully designed products and materials.

Today's consumers are using the same criteria for selecting outdoor products as they are for designing the interiors of their homes. Consequently, the growth in outdoor lifestyles is being driven by a desire to extend seasonal usage, improve function, and provide transitional designs and new products that blur the boundaries between indoors and out.

Marketing, selling, and delivering the needs of style, comfort and performance, require lifestyle retailing. As styles for exterior building products, outdoor furniture, and similar products influence each other. Retailers are now showcasing product assortments targeted to create new outdoor living spaces. Likewise, traditional lumberyards are starting to offer furniture, appliances, and related amenities in unprecedented hybrid showrooms. This new direction will continue to challenge manufacturers, distributors, dealers, retailers and builders alike in deciding just the right blend of products and amenities to offer the market.

This report combines design and market trend analysis capturing influences and directions around new and innovative residential outdoor products. The result is insight and understanding of market opportunities and how suppliers, manufacturers, distributors, retailers as well as architects, landscape designers and builders might best position for business success within this market spaces.

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Color, Design and Market Trends for 2014 Residential Outdoor Products Full Report Format

Introduction: *With expanding interest in outdoor living, the stage is set for major advances in outdoor residential products*

- ✓ **“Inside Out”**
Customers want all the amenities of indoors brought outdoors
- ✓ **House Styles**
A closer look at various styles, architectural elements, colors and finishes in residences
- ✓ **Research and Analysis**
Coordination of colors and product complements are key value factors
- ✓ **Color Matrix**
3'x10' Visual color tracking chart showing the color relationships of 12 building product and décor groups
- ✓ **10 Design Boards**
Samples extracted from the color matrix coordinated across various products to show the current core color groups
- ✓ **4 Style Boards**
Popular outdoor styles are seen through the coordination of samples from the color matrix anchored with photos from current settings
- ✓ **Furniture Finish and Railing Case Study**
Two trend boards comparing furniture frame and railing design characteristics leading to forecast attributes
- ✓ **Outdoor Color and Design Forecast**
3 trend boards with discussion of colors, textures, patterns and materials to watch for in upcoming seasons
- ✓ **Attracting Customers**
As the category grows building products and décor will continue to merge establishing better design coordination

10 Color Design Boards



4 Style Boards



Why Subscribe?

The study will serve as an essential reference for all companies currently involved in this business in North America, participating in and profiting from North America's growing residential outdoor living space market.

This report will help subscribers to understand how color and design trends will impact the demand for residential outdoor living products in the United States. It will summarize the most influential trends, product gaps and action items, and how to best position products for the upcoming seasons, as well as provide new product development guidance for future seasons.

Who Should Subscribe?

Raw Material Suppliers • Product Manufacturers • Product Design Firms
Distributors • Dealers • Retailers • Builders • Architects
• Landscape Designers

Prices:

Reports:	Benefits:	NADRA Members:	Non-Members:
Full Report (Includes 1 hour of consultation)	Clear understanding of the outdoor market so your business can benefit from it.	\$5000.00	\$6500.00
16"x20" Style Boards Set of 4	Ability to identify specific styles to determine the best products which realize your consumer's preferences	\$400.00 each \$1200.00 set of 4	\$500.00 each \$1800.00 set of 4
8"x10" Color Design Boards Set of 10	Coordinated color families for product selection	\$250.00 each \$2000.00 set of 10	\$500.00 each \$2500.00 set of 10
Complete Set of Style Boards (4) and Design Boards (10)	Full range of styles and colors to determine best products	\$3000.00	\$4000.00

Contact Metaphor llc: George Gehringer:
Phone: 610.363.0376 Email: geogehringer@comcast.net

Contact NADRA: Mike Beaudry: Phone: 215.679.4884 Email: Info@NADRA.org

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