

# Inhabit

MAGAZINE

BY QUALITY EDGE®  
SPRING 2021







Creation is the birth  
of something, and  
something cannot  
come from nothing.



INHABIT MAGAZINE™  
BY QUALITY EDGE®

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Adam and Lindsey Kerr’s blended family of five—seven if you include their two golden retrievers—always embrace the chaos of life. So why not throw a remodel into the mix?



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INTO THE DARKNESS

If it hasn’t already, a black exterior might soon be making it to your neighborhood.





# IN WITH THE NEW

As Americans move from one house to another, they do something that comes naturally for all humans: They make it their own. Drawing from their own style and personality, they breathe new life into older homes—meticulously updating and remodeling them—or passionately create new ones.

At Quality Edge, connections have always been important to us, none more important than those we've created with tens of millions of homes across our country—homes that our designs, profiles, and finishes have been installed on. We truly do have an emotional connection to the homes you are building or remodeling.

It's exactly what nudged us to create a periodical—to share what we are learning, experiencing, and thinking about, along with a few ideas to improve the places we call home. We recognize that this is an audacious endeavor, especially given that the subject matter is something so personal and something you may already be familiar with. At the same time, we recognize that existing knowledge can prevent or constrain us from discovering anew.

In this inaugural issue, and in the ones to follow, we will seek to synthesize seemingly divergent ideas and perspectives. We sincerely hope they will provide fresh insights as you continue to create or inhabit the places we live, love and celebrate life in together.

We look forward to the journey together with you,

SCOTT RASMUSSEN  
President, Quality Edge

KATIE OSTREKO  
VP Sales & Marketing, Quality Edge



# Meet the people behind this issue.



HERMAN HANKO, TRUBUILT BUILDERS  
trubuiltbuildersmi.com / @trubuiltbuilders

Herman works with homeowners to bring their dream home to life. He takes pride in having a hands-on customer-centric approach, guiding clients through the complex building process.



DREW TERWEE, SCOTT CHRISTOPHER HOMES  
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Drew is a passionate craftsman, customizing exceptional homes. He's been doing so for over 35 years, bringing out the best aesthetics and performance in everything he makes.



KIKI REDHEAD, SHERWIN-WILLIAMS®  
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As the leader for color trends forecasting at Sherwin-Williams®, Kiki is sought after for her trend forecasting methodology, implementation, and distillation of mega, macro, and micro trends.



LINDSEY & ADAM KERR, HOMEOWNERS  
@the.kerr.home

Lindsey and Adam—along with their three kids and two golden retrievers—recently moved to Layton, Utah. Passionate about their home, they've been documenting their home renovation journey.



KATIE OSTREKO, QUALITY EDGE  
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For many years, Katie has worked at the intersection of product design and brand marketing. Today, as the VP of Sales and Marketing at Quality Edge, she oversees a range of industry-shifting products and helps tell their stories to the world.



TYLER & CORBIN PRINCE, PRINCE MOTORS  
princemotors.net / @princemotorsmi

As second-generation owners of their family run business, Tyler and Corbin help give customers in West Michigan a hassle-free car-buying experience. They focus on service, reliability and quality with every purchase.



SCOTT RASMUSSEN, QUALITY EDGE  
qualityedge.com / @qualityedge

Scott's entire career has been spent in the building products industry. This includes his time at Quality Edge, leading record growth and industry-changing product innovation with a passion for people, design and making homes look amazing.





# A RELATIONSHIP YOU CAN BUILD ON

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Left: Restful Homestead property  
by Scott Christopher Homes  
Photography: Geoff Shirley

Whether you’re building, adding on, or doing a complete renovation, choosing the right materials is important. Choosing colors and textures that reflect your style and your home design is important. But even when you nail these decisions, you better have the right contractor for the job—because that might be the most important choice of all.

Before signing on the dotted line, it’s always good to do your homework—because every project is different, and every contractor has their own processes and advantages.

For deeper insight, we spoke with two contractors—Herman Hanko from TruBuilt Builders and Drew Terwee from Scott Christopher Homes.



FINDING YOUR STYLE.

Between siding, roofing, colors, flooring, hardware, and countless other design decisions, building or remodeling can be overwhelming. “We always suggest collecting pictures and sharing with a design team,” says Herman. “Provide a theme that a contractor or interior designer—whether they’re on staff or third-party—can follow and help execute on.” For exterior colors, Herman also recommends driving by a home with the same color since images online can appear different than the color in real life.

BEING A GOOD CLIENT.

As much as you’re vetting a contractor, they’re also vetting you, and being a good client starts by knowing what quality work will take. “It’s best when people understand that building a custom home isn’t always about getting the lowest possible price,” says Drew Terwee from Scott Christopher Homes. “There’s a cost/quality value equation that produces the best product, and a good contractor knows exactly where the sweet spot is.” But at the end of the day, a successful project takes more than a single contractor. “It takes a whole team,” says Drew. “A good client will hire the right architect, designer, and builder—and trust the expertise of everyone involved.”

FIRST THINGS FIRST.

Before just diving into a project, it’s important to understand how contractors deliver projects. Ask about their fees and what’s included. Also seek to understand how a contractor executes and manages projects—beginning to end. Have 2–3 meetings with different contractors. And then, once you’re comfortable you found the right one, it’s time for a kick-off meeting.

“Our job is really understanding what they need, and it gives us the opportunity to tell them how they can best help us,” says Herman Hanko from TruBuilt Builders. “It’s really important that we’re all on the same page from day one.”



Left: Timpson property  
by TruBuilt Builders

Right: Stonehenge property  
by TruBuilt Builders



## THE MARK OF A GREAT CONTRACTOR.

At the end of the day, it's all about relationships. When you choose a contractor, you ideally want one who is transparent, open about pricing and knowledgeable. "One of the cornerstones of any qualified contractor is effective communication—plain and simple," says Drew. "The more information a contractor has about a client's expectations, the easier it is to meet or exceed them."

Herman agrees that communication is vital, adding that it's also important for the homeowner to feel in control. "It's the biggest investment most people ever make, and they deserve to feel like they're in the driver's seat," he says.

There's a cost/quality value equation that produces the best product, and a good contractor knows exactly where the sweet spot is.

DREW TERWEE, SCOTT CHRISTOPHER HOMES



## WHAT TO EXPECT WHEN BUILDING A CUSTOM HOME.

### High End Home

- A pre-designed blueprint. (Keep in mind: There are countless blueprints out there, and one might be the home of your dreams.)
- Quality—but not luxury—materials and fixtures.
- A process that lasts between 8 and 14 months.

### Luxury Home

- A custom design from an architect. (Tip: Ideally, you want the architect and contractor to have an established relationship.)
- Higher-end materials and fixtures.
- A process that lasts 1–1.5 years—possibly more depending on size and scale.

Left: Custom cabinetry  
by Scott Christopher Homes  
Photography: Werner Straube

Above: Endless View property  
by Scott Christopher Homes  
Photography: Brad Douglas Design



# IS IT TOXIC IN HERE, OR IS IT JUST ME?

Bad news for all you homebodies—your air is probably hurting you. And although air is invisible, the culprits that cause it are hidden in plain sight.

When people think about air quality, they often think about the outside. Meanwhile, indoor air pollution gets a free pass—unregulated and underestimated.

Indoor air pollution is where most of our exposure to air pollution occurs. The Environmental Protection Agency notes that the level of indoor air pollutants can be two to five times higher than outdoor pollutants.

## THAT'S NOT JUST PUMPKIN PIE YOU'RE SMELLING.

Researchers once cooked Thanksgiving dinner in a home and found levels of fine particulate matter reaching as high as 285 micrograms per cubic meter. 200 or above is considered unhealthy.

## What's to Blame?

1. Improper ventilation
2. Chemicals emitted from cooking and cleaning
3. Personal care products, shower gels and fragrances
4. Building materials and furniture releasing gases
5. Tightly sealed homes





THE SYMPTOMS OF POOR AIR

- Diseases like asthma, pneumonitis and humidifier fever
- Irritation of eyes, nose, and throat
- Colds, headaches, dizziness, and fatigue
- Moisture buildup, mold, mildew, and rot in attics (Often referred to as Sick Building Syndrome)

REMEDYING THE SITUATION

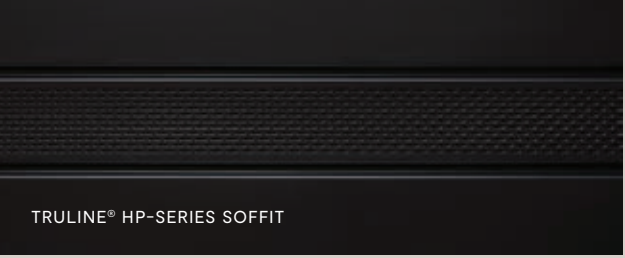
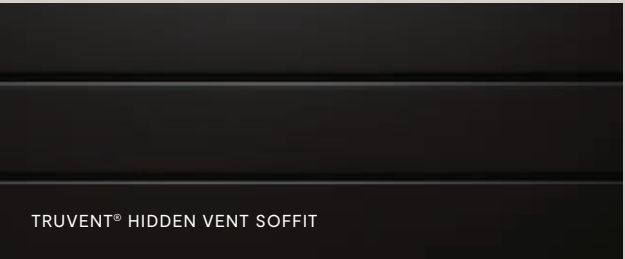
The simple fact is that indoor air needs to be constantly replenished with outdoor air, especially since people now spend approximately 90% of their time indoors.

Here are some simple tips for choosing the right ventilation for your home:

- Know the requirements in your state or city building codes.
- Make sure airflow circulates through soffit vents without blockages.
- Check your attic for things like insulation shrinking, mold, and mildew.
- If you're updating your roof, ask your roofer about the NFA (Net Free Area) of their trim and vents.



The simple fact is that indoor air needs to be constantly replenished with outdoor air.



Take a Deep Breath

Quality Edge offers a secret weapon in the battle for clean indoor air—vented soffits with a generous overhang, available in a wide variety of colors and styles. Quality Edge soffits offer the highest NFA rating in the market, maximizing air coming in. Breathe easy—by helping your home do the same.



# ACCELERATING INTO THE FUTURE



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When you picture a used-car dealership, odds are you don't picture sleek architecture and a modern design. If anything, you picture the opposite. And Prince Motors has lived in both worlds.

In the cutthroat used-car selling business, any advantage is a good one to have. And Prince Motors decided that a remarkable space could be one of theirs. Their goal became to create a space that reflected their commitment to service and the character of their people. Something with longevity and legitimacy that Dwight and Elizabeth Prince—the original owners and parents of the sons who run the dealership today—would be proud of. And Quality Edge was proud to play a role in the process.

Recently, we sat down with Tyler and Corbin Prince of Prince Motors to learn if their goal had been reached.



## WHAT MAKES PRINCE MOTORS UNIQUE?

We have the feel of a small, family business—and that’s very intentional. We’re surrounded by huge car dealerships, where people often end up feeling like just a number. At Prince Motors, it’s more about the people than the cars.

## WHAT DROVE THE DESIGN OF YOUR NEW FACILITY?

Like any business, we just needed to pull more people into the space. The look of a building can’t sell a car by itself, but a building does say a lot about what you stand for. Our former space didn’t quite live up to our high standards, so something had to be done.

## WHAT WAS THE REACTION?

The wood-like exterior has been a showstopper. People would swing by just to ask about what it is and where we got it from. And lots of builders, family, and friends want to take pictures.

## HOW DID YOU LAND ON THE QUALITY EDGE VESTA STEEL SIDING® PRODUCT?

We were inches away from ordering real wood, but we were worried about upkeep and maintenance. We wanted the “wow” factor of wood without all the work. Originally, our builder wanted us to look at doing TruCedar®, but we kept looking. Once we saw the Vesta Steel Siding® product, it sealed the deal.

The look of a building  
can’t sell a car by  
itself, but a building  
does say a lot about  
what you stand for.

TYLER AND CORBIN PRINCE, PRINCE MOTORS





# Our building now reflects all our hard work, and that feels good.

TYLER AND CORBIN PRINCE, PRINCE MOTORS



## WHAT HAS SURPRISED YOU ABOUT THE IMPACT OF THE NEW FACILITY?

Our team has become more productive, which has been a pleasant surprise. We went from 1,400 square feet to 7,000, giving our employees more privacy with customers. This is especially important once conversations turn financial. Also, our other facility could only have two cars inside. Here, we can do five or six at any given time.

## WHAT MESSAGE DOES YOUR NEW SPACE SEND?

“Wow” is the consistent comment we get. People just like doing business with those who are successful. It’s human nature. Our building now reflects all our hard work, and that feels good. It gives our people a boost of confidence, and it gives our customers a reason to keep coming back.





Siding with a Sustainable Value Chain

Did you know that Quality Edge steel siding contains 85–95% recycled content and is 100% recyclable? It also has a long useful lifespan of 50+ years.

# THE PERILS OF PLASTIC

In the 1950’s, manufacturers and homeowners were searching for alternatives to wood, brick or aluminum siding —something with more flexibility, affordability and lower maintenance. Vinyl siding became the answer. Unfortunately for manufacturers, builders, and homeowners especially, the earliest version of vinyl siding would fade, buckle, and crack. This slowed adoption until the 1970’s when the market went through a shift and the demand for affordability increased further.

**The industry had found its new darling of home exteriors.**

The improved vinyl solution gave homeowners a versatile solution with minimal maintenance and more color options—leading to an estimated market share today of 37%.

Like many new categories and advancements, vinyl or plastic siding came with its fair share of challenges for homeowners. Chemicals threatened to create lasting effects on humans and the environment, including DEHP (listed on the EPA watch list for its connection with fertility issues, liver and kidney disease, carcinogens, and birth defects), butane, hydrochloric acid and chlorine.

**Based on many factors, including the drastic increase of plastic waste in landfills, the vinyl siding market has continued to decline in popularity as other siding solutions present better overall solutions.**

In addition to health concerns for people, vinyl siding presents issues for the health of a home. Due to fading, damaged vinyl siding is often non-replaceable in small sections. This gives the homeowner an ultimatum: live with a two-tone look or re-do the whole exterior. “It took a while, but the perception of vinyl is changing,” said Drew Terwee from Scott Christopher Homes. “The upsides of vinyl don’t seem so appealing the second you realize you can’t replace a small portion.”



# In addition to health concerns for people, vinyl siding presents issues for the health of a home.



Further, vinyl can shrink and expand between 1/2" and 5/8", exposing the wood underneath and causing severe and costly water damage over time.

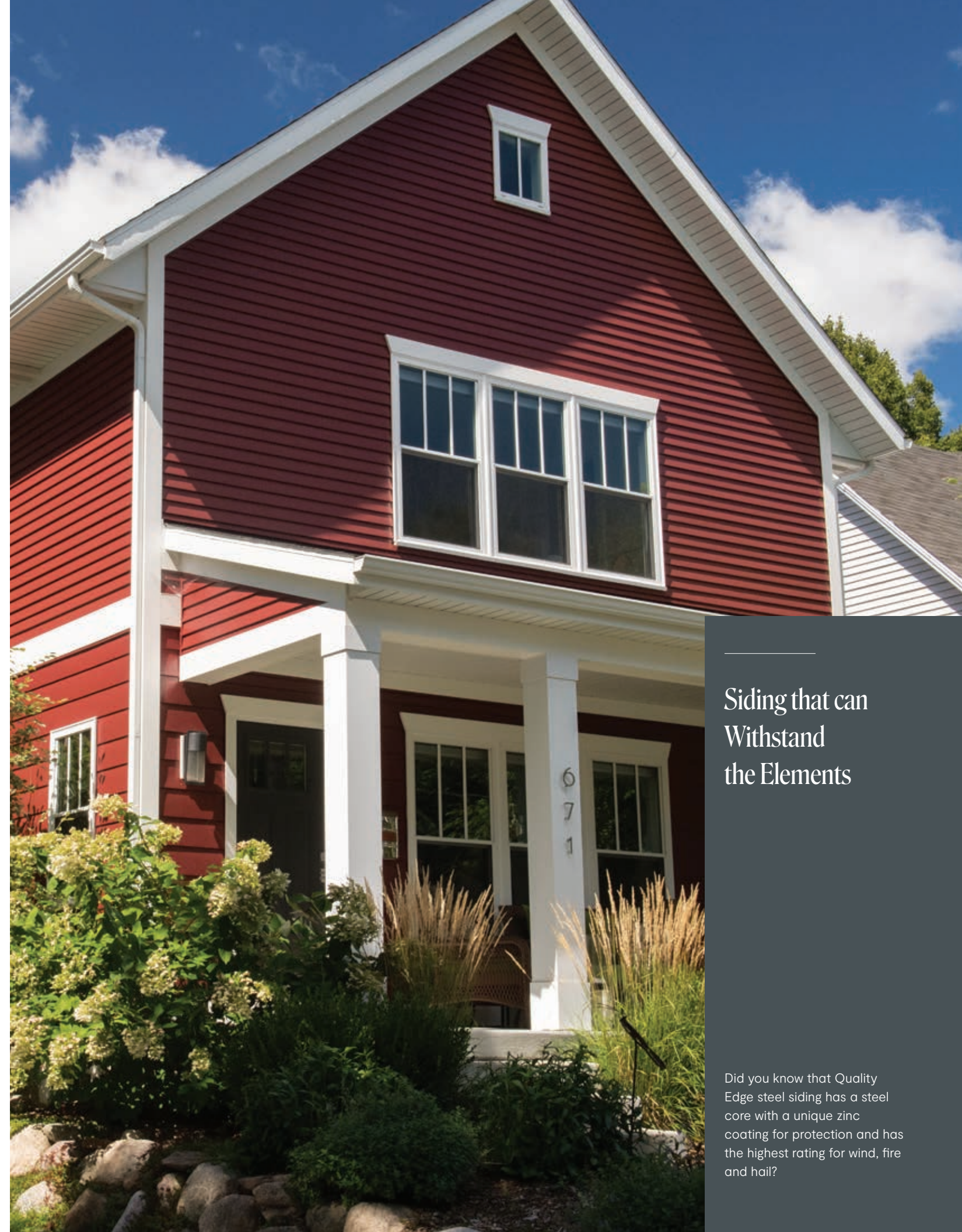
**Vinyl siding also becomes brittle at freezing temperatures, which can crack on impact.**

"Color change is another major downside for vinyl," adds Drew Terwee. "Both dark and light vinyl siding fades in sunlight, a change that can be seen in under 10 years, even with UV protection. And painting vinyl siding to get it back to its prime voids most manufacturer warranties."

The color isn't the only thing that can fade. So can the return on investment. With a return value of only 78%, the curb appeal of vinyl probably isn't worth the cost. In fact, other solutions like steel, fiber cement, brick, and engineered wood provide a larger return on investment for a minimal increase in the overall budget.

"There are lots of alternatives available these days," says Katie Ostreko, VP of Sales and Marketing at Quality Edge. "Steel is a big one, which is emerging as a superior choice over other siding options when it comes to design, performance and functionality."

**One simple fact remains. From afar, vinyl siding looks outstanding. But up close, it reveals itself for what it truly is—plastic. Overlapping and underwhelming plastic.**



Siding that can Withstand the Elements

Did you know that Quality Edge steel siding has a steel core with a unique zinc coating for protection and has the highest rating for wind, fire and hail?





## Siding that Holds the Design

Did you know that steel siding doesn't expand or contract like other materials? Quality Edge uses a Kynar® finish to offer lifetime warranties on color fade.

## Choosing the Right Siding

When you're considering home siding, the desire to find something readily available and low-cost can be enticing. But is it worth choosing a product that impacts the health of families, negatively impacts the environment, and comes with added maintenance?

There are plenty of appealing alternatives out there, available at a similar cost—with far fewer perils.

RATING: + LOW | ++++ HIGH

	STEEL	FIBER CEMENT	WOOD COMPOSITE	VINYL
PROFILE OPTIONS Variety of siding profiles	+++	+++	+++	++++
SOLID COLORS Variety of color options	+++	++++	++++	+++
WOOD COLORS Realistic wood look product	++++	++	++	+
SUSTAINABILITY Recycled content, lifetime of use	++++	++	++	+
INITIAL COST First time initial cost	+++	+++	++	+
LIFETIME COST Cost to maintain product	+	++++	+++	++
WARRANTY Lifetime or length of time (includes chalking/fading)	++++	++++	++	+
FIRE RATING Designed to resist fire and fire damage	++++	++++	++	+
FADE RESISTANT Doesn't fade in warm or cold temperatures	++++	++	+++	++





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35

# Labor of Love

ADAM AND LINDSEY KERR'S BLENDED FAMILY OF FIVE—SEVEN IF YOU INCLUDE THEIR TWO GOLDEN RETRIEVERS—ALWAYS EMBRACE THE CHAOS OF LIFE.

SO WHY NOT THROW A REMODEL INTO THE MIX?





THE KERR HOME: BEFORE



Throughout their journey of discovering their dream house in Utah, Adam and Lindsey Kerr would drive around neighborhoods during their vacations, hunting for home inspiration. It became a fun ritual of theirs, whether it was close to home in Chicago or another city they were visiting.

One home style that always jumped out was flat roof houses, like the ones you see across southern California. Even though Adam and Lindsey had different tastes on certain things, this was something they both gravitated to.

The couple would also notice different textures and tones—details that could transform a simple design entirely. This included wood siding, which they loved and envisioned on their future home.

During quarantine, that future home popped up in Layton, Utah—the same state Adam had grown up in. The 1957 mid-century home—sitting on almost an acre of land—had been remodeled on the inside. The outside needed a lot of work, but Adam and Lindsey saw this as an opportunity to make it their own.

They put in a bid, and they got it.





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Step back and  
look at what is  
beautiful about  
your home.  
You don't need  
to change  
everything to  
bring out what  
you already love.

LINDSEY KERR, HOMEOWNER





In the couple's search for the perfect wood siding, Adam saw an Instagram ad for Vesta Steel Siding®, a steel planking system from Quality Edge. "Other products look like wood but don't capture its authentic look and texture. Vesta Steel Siding® was different," says Adam.

"We knew the idea we wanted with siding, long before we even found a home to put it on!" adds Lindsey. "Something sustainable, with a classic edge and unique. We wanted warmth with a modern twist. We found all of that in Quality Edge."

As the family started fixing up their dream home, Adam and Lindsey began documenting their home renovation on Instagram. It was hard work, but one of the highest highs came when the siding was finally installed. "I broke down in tears," said Lindsey, recalling the first time she saw the product installed. She had envisioned it for so long, and there it was—her dream come to life.



THE KERR HOME: IN PROGRESS



## What Makes Vesta Steel Siding® So Enduring?

### HD3 WOODGRAIN

HD3 is our patented, high definition, tri-color paint application that captures light, medium and dark woodgrain details, creating a multidimensional and naturally accurate look that's engineered to maintain its color for a lifetime.

### BEAUTIFUL FOR GENERATIONS

Kynar® PVDF coating (Polyvinylidene Fluoride) is a thermally set paint system that creates a thick film barrier which provides excellent resistance against wear, fade and chalking—keeping your siding beautiful for a lifetime.

### VARIEGATED WOODGRAINS

Six unique and harmoniously hand-drafted prints make up each woodgrain to create a signature style that looks good up-close and at a distance.



# This home is truly a labor of time, love, tears and immense hard work.

LINDSEY KERR, HOMEOWNER



Wondering what the Kerr family's home looks like today? Visit [@the.kerr.home](#) on Instagram and follow along.



Today, the Kerrs are still working to make their home the exact way they envision it. "This home is truly a labor of time, love, tears and immense hard work," says Lindsey.

As the couple reflects back, they have some words of encouragement for those at the beginning of the renovation process. "Don't be afraid to put in the hard work," they say. "It'll be tough, but so worth it."



# Into the Darkness

IF IT HASN'T ALREADY, A BLACK EXTERIOR MIGHT SOON BE MAKING A DEBUT IN A NEIGHBORHOOD NEAR YOU.



# It's captivating, authoritative, and confident.

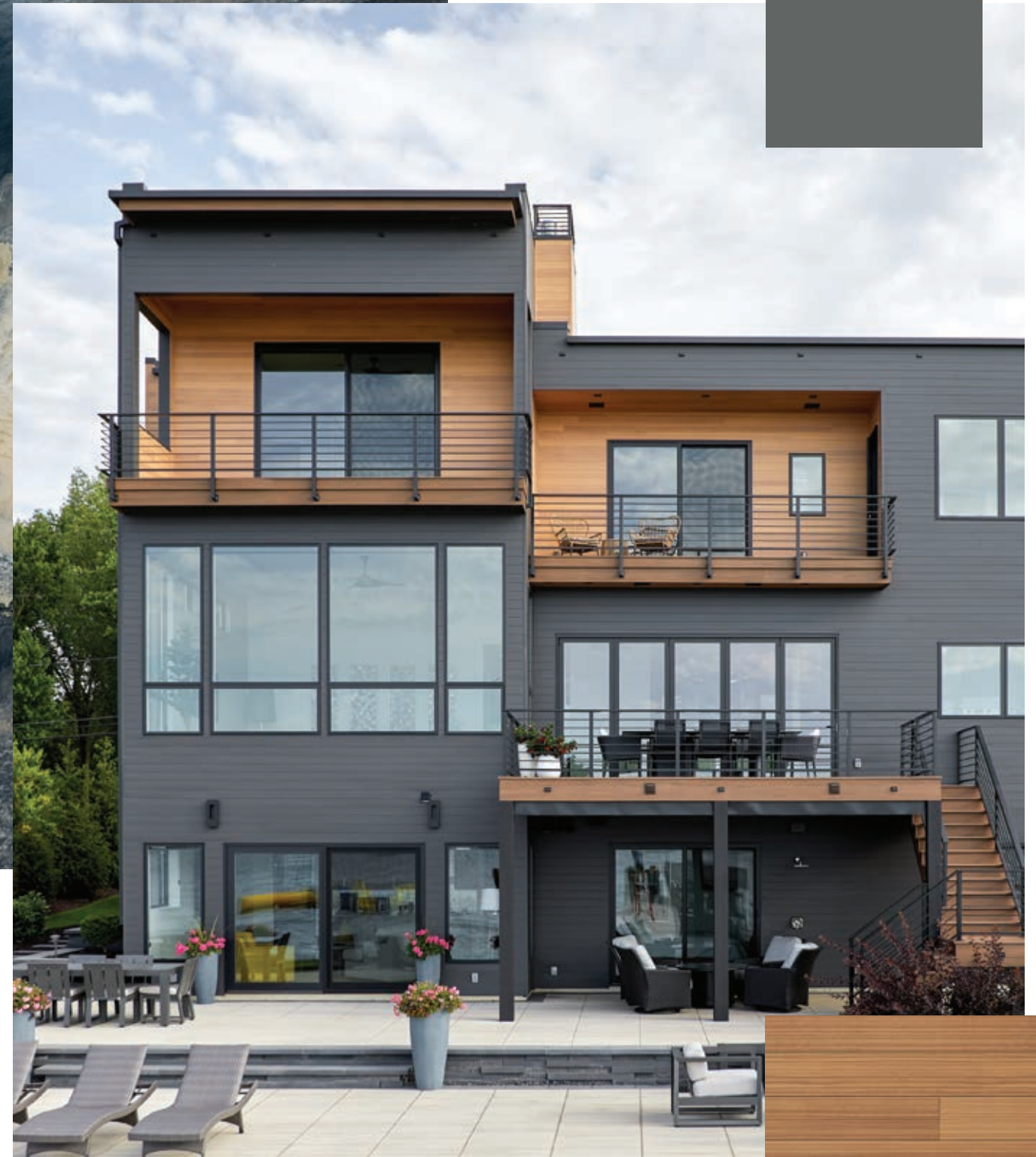
A dark exterior seems to sharpen every architectural line, replacing vanilla colors with hues that grab your attention and don't let go. Nothing against beige, but does it strike you quite like what you see here?

When dark exteriors burst onto the scene a few years ago, homeowners were stereotyped as artistic and daring. Often located in lush landscapes, the dark hues complemented the natural environment and let the greenery and colorful foliage jump off the background. The saturated, dark colors drew people in and differentiated their homes from the neighbors.

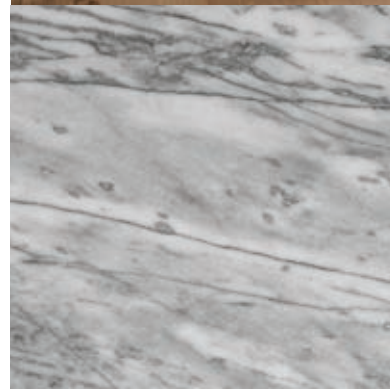
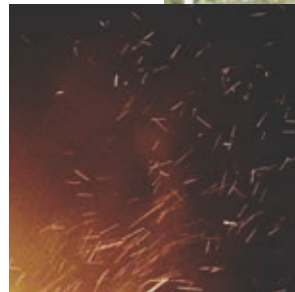
## **Dark is the next trend in color.**

Kiki Redhead, Global Color and Trend Manager at Sherwin-Williams®, thinks so. "We see these dark colors associated with topics that people are interested in, including oceanography, deep space exploration, and the future of technology," she says. "It's also prevalent in imagery of sustainability and climate change—think about ash and charred wood caused by natural disasters. Even Netflix title screens are reflecting this migration to darker palettes. These colors take over our screens and social feeds. It's subliminal, and after a while, there's a tipping point. Before you know it, a new color trend just takes root."

Sherwin-Williams®  
Roycroft Pewter







Sherwin-Williams®  
Naval

It's subliminal, and  
after a while, there's  
a tipping point.  
Before you know it,  
a new color trend  
just takes root.

KIKI REDHEAD, GLOBAL COLOR AND TREND MANAGER  
AT SHERWIN-WILLIAMS®



Left: Custom Kitchen, and Above: Nursery by Jean Stoffer Design  
Photography: Stoffer Photography Interiors





Obviously, dark color choices never fell into obscurity. According to CarMax, which dominates used car retail in the U.S., black was last year's best-selling car color, accounting for about 23% of sales. And for cocktail parties, little black dresses literally never go out of style. But there's something far more audacious about painting your entire home exterior that dark—something you can't just trade in or take off at the end of the day.

Today, dark homes are popping up in markets across America. And as more designers and influencers post these images, the more other people see them—and are drawn to them. Black, navy, and charcoal are becoming a theme across digital mood boards, a trend that probably won't lighten up anytime soon.

**For Quality Edge, sales of black trim on homes has more than doubled since 2016—and continues to grow.**



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## Not ready for a full-black façade?

### Consider these complementary features and styles:

White trim adds high contrast.

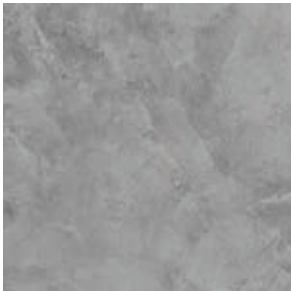
Warm woods (walnut, dark ash, or Brazilian nut mahogany) add lower contrast.

Natural metal tones (gold, bronze, brass, copper, silver) add textural contrast.





Sherwin-Williams®  
Big Dipper



A comfortable, masculine elegance is achieved when warm wood tones are paired with dark, saturated colors.

JEAN STOFFER, JEAN STOFFER DESIGN

Left: Bathroom by Jean Stoffer Design  
Photography: Stoffer Photography Interiors



THE UPSIDE OF THE DARK SIDE.

While some homeowners have been hesitant to commit to a fully dark exterior, some see it and love it right away. Of course, for all homeowners, there are some functional factors to consider.

First, the positives. Dark homes can hide odd architectural features, pulling attention to other architectural details. Dark colors also add a bit of an edge to more traditional homes, giving them an updated look in a market where home values continue to climb. For homeowners not willing to go completely dark, these colors combined with warm wood details provide a design balance between captivating and comfortable.

**For homeowners unwilling to go completely dark, the main alternative is using dark as an accent—such as trim or black windows.**

While they love the colors, homeowners drawn to the dark do worry about the negatives that come with many solutions, like paint, vinyl, or fiber cement options. Dark colors tend to fade quicker in sunlight, and when the sun isn’t even during the day, it can create different tones over time. The maintenance typically associated with paint requires touch-ups and regular repainting to keep the color looking like it should. Dark colors are also notorious for absorbing sunlight, resulting in a hot box during the warm summer months.

For this reason, homeowners are opting for steel siding as an alternative to paint. Quality Edge Vesta Steel Siding® is the only product on the market available in coal (black) and ironstone (dark gray) that offers a lifetime warranty against chalk and fade. The process is complex. The steel layer is coated with zinc before receiving the dark paint color, and then a Kynar finish is applied to the top. The process is innovative. The Kynar coating does two things: It holds the color and reflects the UV rays of the sun to keep the dark color saturation, and it also reduces interior home temperatures. Available in complementary wood tones, homeowners and designers are scrambling to get samples and see installations of these dark color designs that don’t come with many of the concerns of traditional siding solutions.



Color Trends

The Sherwin-Williams® 2021 Color of the Year is Urbane Bronze.

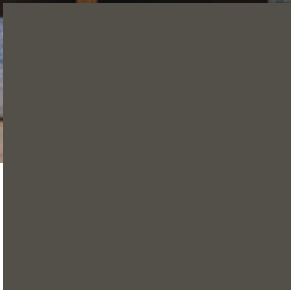
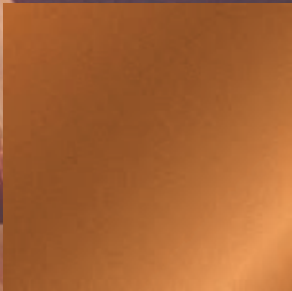
“Bold and understated, our Color of the Year is the new neutral that can be used wherever and however,” the company’s website says. “Pair it with other warm neutrals and bone whites to create an updated take on minimalism.”

For a similar look to Urbane Bronze, consider TruCedar® or Vesta Steel Siding® in Ironstone.









Sherwin-Williams®  
Urbane Bronze



SEARCHING FOR  
ON-TREND COLORS?  
Sherwin-Williams® has countless  
colors to complement your exterior,  
including their 2021 Color of the Year,  
Urbane Bronze.

Find inspiration at  
[swcolorforecast.com](https://www.swcolorforecast.com).

Left: Living Room,  
and Above: Custom Kitchen  
by Jean Stoffer Design  
Photography: Stoffer  
Photography Interiors



Sherwin-Williams®  
Vogue Green

By definition, trends come and go. So, what can you expect when committing to a dark exterior? Kiki Redhead adds some perspective. “Dark colors have been rising for the last three to four years,” she says. “It’s hard to say how long until this trend plateaus. The gradual adoption takes a while. Typically, influential designers go first, then builders and contractors jump on board, then it trickles down to the homeowner. It’s probably five to six years before we see this trend hit its apex.”

If you’re tempted by the idea of a dark home but have some reservations, you aren’t alone. There’s maintenance and upkeep that other colors don’t have. You might worry if it will look good in 25 or 30 years. But the movement toward dark colors is only in its infancy. And when it’s the next big thing on Dwell and HGTV, you might wish that you were one of the early adopters.



Dark Exterior Color Palettes to Explore



MOODY

Vesta Steel Siding®  
in Coal

Matte Copper Penny

Slate Accents

WARM

Black Accents

Vesta Steel Siding®  
in Eggshell

Vesta Steel Siding®  
in Gilded Grain

WEATHERED

Black Accents

TruCedar® Siding  
in Weathered Wood Shake

TruCedar® Siding  
in Foothill Blue

EARTHY

TruCedar® Siding  
in Ripe Olive

Matte Copper Penny

Eggshell Accents



ON THE COVER



FRONT COVER  
Quality Edge Vesta Steel Siding® in Coal and Autumn Thistle



INSIDE COVER  
Quality Edge Vesta Steel Siding® in Coal



BACK COVER  
Quality Edge Vesta Steel Siding® in Driftwood and Autumn Thistle

EDITOR'S LETTER



6  
Quality Edge Vesta Steel Siding® in Driftwood and Autumn Thistle

A RELATIONSHIP YOU CAN BUILD ON



10  
© Scott Christopher Homes  
Photography: Geoff Shirley



12  
Quality Edge TruCedar® Siding in Ironstone  
© TruBuilt Builders



13  
© TruBuilt Builders



14  
© Scott Christopher Homes  
Photography: Werner Straube



15  
© Scott Christopher Homes  
Photography: Brad Douglas Design

IS IT TOXIC IN HERE, OR IS IT JUST ME?



18  
Quality Edge TruVent® Soffit in Black



19  
Quality Edge TruCedar® Siding in White with Black Trim

ACCELERATING INTO THE FUTURE



20  
Quality Edge Vesta Steel Siding® in Gilded Grain and Ironstone



22-23  
Quality Edge Vesta Steel Siding® in Gilded Grain and Ironstone



25  
Quality Edge Vesta Steel Siding® in Gilded Grain and Ironstone

THE PERILS OF PLASTIC



28  
Quality Edge TruCedar® Siding in Cottage Red with White Trim

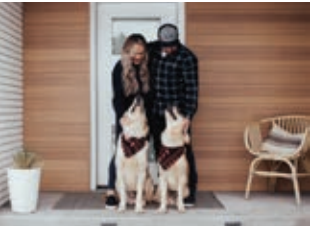


29  
Quality Edge TruCedar® Siding in Cottage Red with White Trim



30  
Quality Edge TruCedar® Siding in Weathered Wood Shake

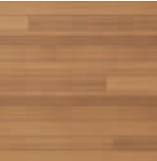
LABOR OF LOVE



32-33  
Quality Edge Vesta Steel Siding® in Gilded Grain



34-35  
Quality Edge Vesta Steel Siding® in Gilded Grain



39  
Quality Edge Vesta Steel Siding® in Gilded Grain

INTO THE DARKNESS



42-43  
Quality Edge Vesta Steel Siding® in Driftwood and Autumn Thistle



45  
Quality Edge Vesta Steel Siding® in Gilded Grain and Ironstone



46  
© Jean Stoffer Design  
Photography: Stoffer Photography Interiors



47  
© Jean Stoffer Design  
Photography: Stoffer Photography Interiors



48  
Quality Edge Vesta Steel Siding® in Coal and Autumn Thistle



49  
Quality Edge Vesta Steel Siding® in Coal and Autumn Thistle



50-51  
Quality Edge Vesta Steel Siding® in Gilded Grain and Silver Lining



52  
© Jean Stoffer Design  
Photography: Stoffer Photography Interiors



55  
Quality Edge TruCedar® Siding in Ironstone with White Trim



56-57  
Quality Edge Vesta Steel Siding® in Gilded Grain and Ironstone



58  
© Jean Stoffer Design  
Photography: Stoffer Photography Interiors



59  
© Jean Stoffer Design  
Photography: Stoffer Photography Interiors



60  
Quality Edge TruCedar® Siding in English Saddle





QUALITY EDGE.