

Inhabit

MAGAZINE

BY QUALITY EDGE®
SPRING 2022





One touch of
nature makes the
whole world kin.

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In Every Issue

06

EDITOR'S LETTER

08

CONTRIBUTORS

62

SOURCEBOOK



Columns

10

EXPERT ADVICE

IF YOU NEED US,
WE'LL BE OUTSIDE

18

CUSTOMER PROFILE

A HIGHLY
DESIGNED HABITAT

26

TRENDS

CREATING A
STANDOUT STAY

Features

34

BUILDING WITH
NEW POSSIBILITIES

It's forever been said that experience is the best teacher. And when it comes to learning new products, tools, and materials, the people at Family Handyman wholeheartedly agree.



46

COLOR COORDINATION

We see and feel color everywhere. Wherever we go, whatever we're doing, inside and out, color gives us an emotional reaction.



ARE YOU FEELING WHAT WE'RE FEELING?

Our society's beliefs around home investments and renovations have officially changed.

The data backs up what we've all been sensing. Many of us now have a deeper appreciation for the safety, comfort and renewing spirit of home. And now, we're seeing an echo effect, where households having recently completed a remodel project are far more likely to complete another project in the near future.

We've also seen this appreciation for improving spaces extend outside. Not the faraway, middle-of-nowhere outside, but the much closer version. Decks, porches and backyards are being transformed at a faster pace than ever before, proving that the relaxation we seek on vacation or the excitement of a local brewpub can be found right at home—sometimes with a modest upgrade, other times with an unapologetically lavish one.

Us passionate homeowners have also been exploring the idea of income opportunities from second homes as vacation rentals. We dream of our social-media-worthy rental property standing out from all the others online—with a style to share and a story to tell.

But why? At Quality Edge, that's the question we keep asking. Why are we drawn to vacation rentals? Why are homeowners investing in outdoor spaces like never before? Why are we seeing certain colors more and other colors less?

Well, we did our homework, talked to a handful of industry experts, and in this issue of Inhabit, we'll tell you some of the answers we found.

KATIE OSTREKO
VP Sales & Marketing, Quality Edge

Meet the people behind this issue.



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.



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With over 25 years of design and development experience, Kerry helps customers find their voice in the complex world of CMF (color, material, and finish) design. Her business—Kerry Rowe Design—is based in Grand Rapids, Michigan.



MITCHELL PARKER, HOUZZ
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Mitchell Parker is the senior editor at Houzz, the leading online platform for home remodeling and design, providing people with everything they need to improve their homes from start to finish.



MICHELLE BJORUM, HOME JOY STUDIO
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Michelle's passion is creating interiors that spark joy in the individuals and families who live in them. She runs Home Joy Studio, a consultative interior design studio based in Grandville, Michigan.



BEV THIEL, HABITAT FOR HUMANITY OF KENT COUNTY
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Bev is a non-profit organizational leader with over thirty years of experience. She leads an exceptional team committed to providing a safe, decent place for those to call home.



NICK GRZECHOWIAK, FAMILY HANDYMAN
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Nick is the Chief Content Officer of Family Handyman, one of the largest home improvement media outlets in the United States. He leads a team of builders, editors and content creators based in the Twin Cities, Minnesota.



JENNIFER ASCANI, HOMEOWNER
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Jennifer and her family live in East Lansing, Michigan. They've been documenting their Pinecrest Point A-frame home building journey on Instagram.

IF YOU NEED US, WE'LL BE OUTSIDE



57%

of renovating homeowners
recently upgraded their
outdoor areas.

For decades the deck was ... a deck. A place to stand, maybe grill or get some fresh air. And the yard was a large patch of manicured grass—an area for dog-chasing and frisbee-throwing. But today, outdoor areas of the home are getting a massive upgrade with luxury decking, high-end TVs and speakers, pools, even outdoor kitchens you would swear are nicer than the ones inside (probably because they are). Entertainment has always happened outdoors, but it's happening now more than ever. And frankly, we're big fans of how these spaces are shaping up.

"Outdoor projects have been steadily increasing in popularity since 2018, but they have really come into focus over the past year," says Mitchell Parker, Senior Editor at home remodeling and design site, Houzz. The annual Houzz & Home Study—a survey of a whopping 75,470 users, including 36,569 renovating U.S. homeowners on Houzz—found that more than half of renovating homeowners recently upgraded their outdoor areas (57%). And just like outdoor kitchens, outdoor living rooms are looking a lot more like indoor living rooms. "Advances in outdoor furniture and textiles means that homeowners can outfit their patios and decks with durable and stylish sofas, rugs, coffee tables, dining tables, pillows, chairs and other decor that really make a space feel like a comfortable lounge," says Mitchell. "We're also seeing elaborate outdoor living areas in popular photos on Houzz, with dining spots, fireplaces, ceiling fans, heaters, you name it—truly blurring the lines between indoors and out."

FEATURED
Quality Edge Inside Out®
Underdecking

70%

of architects report
an increase in outdoor
living rooms,



Outdoor projects
have been steadily
increasing in
popularity since 2018,
but they have really
come into focus over
the past year.

MITCHELL PARKER, SENIOR EDITOR AT HOUZZ

Blurred lines, indeed. Across the nation, homeowners are really focused on expanding their livable space. 85% of experts agree that people are more willing to invest in outdoor spaces than ever before.

As it turns out, cultural shifts surrounding the pandemic might be the reason for this eye-popping data. “Many people who found themselves in households of competing video meetings and school activities desperately sought private space in which to work, exercise or relax,” says Mitchell. “In fact, one Houzz study found that one in eight homeowners felt their home lacked a dedicated workspace or exercise area (13% and 12%, respectively).”

This yearning to be outside is being felt more and more. Need proof? Just search “friluftsliv” on Instagram. Friluftsliv (pronounced “free-loves-liv”) is much like the concept of hygge—a Danish and Norwegian word for a mood of coziness and comfort found indoors—but it’s actually the outside counterpart, where people embrace open-air living and spending time with loved ones.



80%

of people use their
outdoor spaces to gather
with family and friends,

While many people are looking to their outdoor areas to create more space for dining, lounging and playing, others are seeking quiet space that provides a tranquil break from work, school and a stressful news cycle. For those relaxation seekers, a peaceful garden is a worthy investment. "Landscaping is one of the relatively few big-ticket home improvement projects that can add considerable value to your home and make it more appealing to potential buyers," Mitchell asserts. "An investment in the skilled work of a landscape architect, designer or contractor is an investment in your home."

Whether you're enjoying the tranquility of a garden escape, sipping a Mai Tai by the pool, or entertaining guests on a well-appointed deck, it's always a good time to turn the outside of the home into something outside the ordinary.

55-71%

ROI for backyard patios
and deck additions,



Need some inspiration or a helping hand? You can find home professionals or inspiration from brands to help you create your outdoor haven on houzz.com.



Time for an Upgrade

Exterior upgrades, which increased in popularity in 2020, saw investments of 25% more for deck and porch upgrades (\$2,500 and \$1,500, respectively) compared with 2019.



41%
of outdoor upgrades include
shading components,



61%
of outdoor space upgrades
include kitchens,

Refined Outdoor Living

The demand for outdoor living space grows as the cost to build indoor living space increases. Today's homeowners want clever solutions for claiming more outdoor space and adding functionality.

Whether creating an outdoor kitchen, shower, or additional living space to enjoy with family and friends, Quality Edge Inside Out® Underdecking adds visual appeal and valuable indoor/outdoor living space to decks and patios everywhere.



A HIGHLY DESIGNED HABITAT



DESIGN PARTNER

Michelle Bjorum, Home Joy Studio
homejoystudio.com

BUILDING PARTNER

Habitat for Humanity of Kent County
habitatkent.org

When you picture Habitat for Humanity's mission in action, it may look a lot like swarms of volunteer builders wearing hard hats and swinging hammers. What you might be missing are all the community partners and the team behind the scenes.

Since Habitat for Humanity's founding in 1976, the nonprofit and its volunteers have built more than 500,000 houses around the world. And that legacy continues at Habitat Kent, a nonprofit organization serving Kent County, Michigan. "Many people think that Habitat for Humanity gives homes away, but the families we partner with volunteer for over 12 months and over 200 hours building homes and participating in education programs," said Bev Thiel from Habitat for Humanity of Kent County. "We provide a hand up, not a handout."



Habitat for Humanity’s mission is one that a lot of local community partners get behind, including Quality Edge. That’s why, when Habitat Kent initiated a multi-family project for two deserving families, Quality Edge committed to donating all exterior siding and trim. But that wasn’t all. Beyond providing the product, delivery and training for installers, Quality Edge hired designer Michelle Bjorum to paint a vision for the project—colors and details that would coordinate beautifully and give the homeowners a distinctive place to call home.

“Habitat for Humanity explained that they wanted to show the two families a handful of options that provide a unique look and go together,” said Michelle. “I started with a couple directions that unified the two units to look like a single-family home, but then began to wonder if the families might like to be able to differentiate between their sides.”

Without a designer like Michelle, the duplex might have been a single color, “But maybe the homeowners would like to be able to say, ‘It’s the light green one!’ with no need to further explain which unit was theirs,” Michelle said. “My thought was that by creating differentiation, it might also create an even greater sense of pride in ownership.”

So that’s what she did.



Revitalizing Neighborhoods

Many local Habitats partner with residents, community leaders and local groups to help spruce up neighborhoods.

In the past three years, local Habitats involved in neighborhood revitalization have participated in more than 7,500 community projects, from renovating community centers to helping build community gardens.

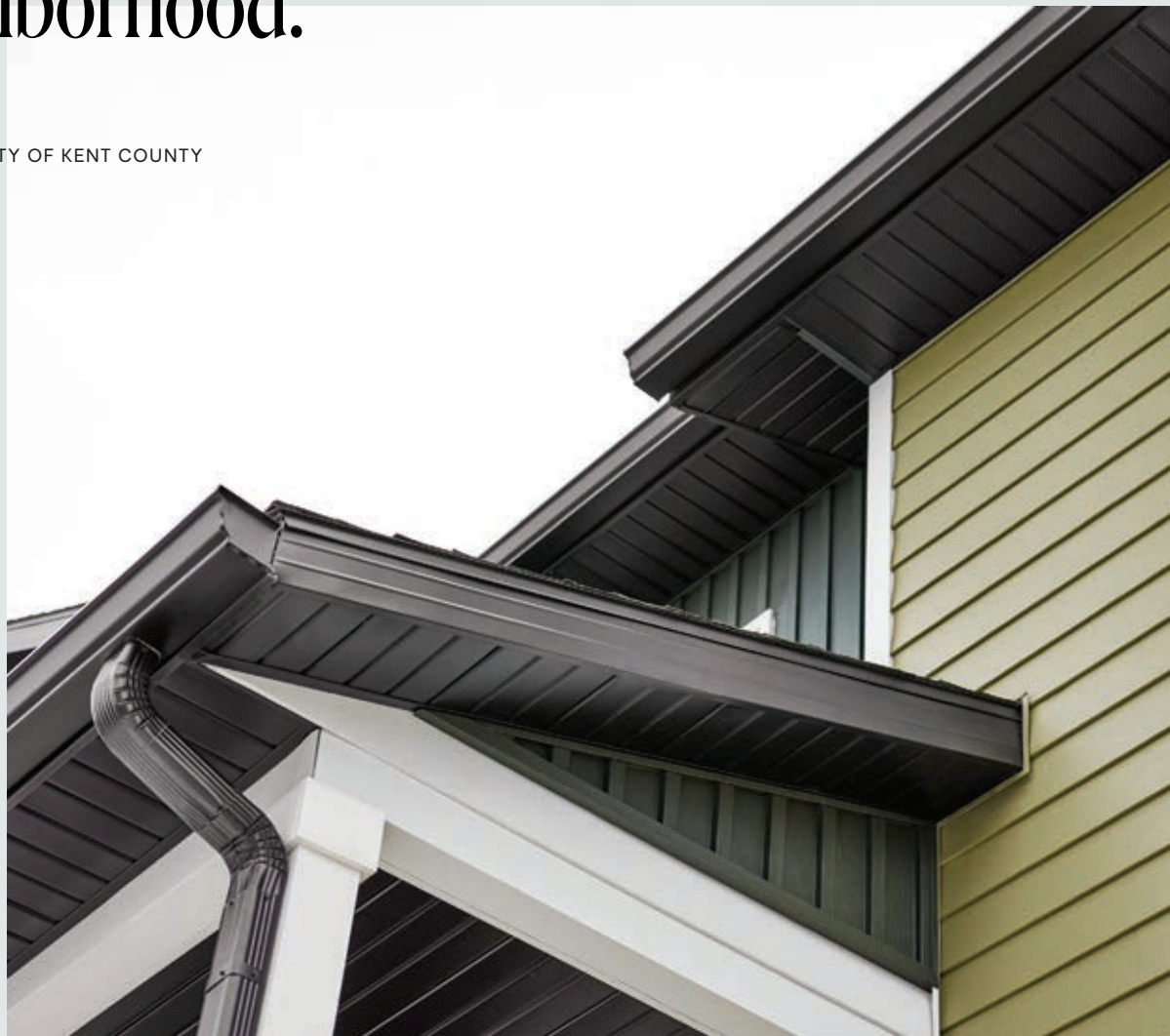
While many newer builds are going with a modern farmhouse feel, I wanted this house to feel like it had always been part of the neighborhood.

MICHELLE BJORUM, HOME JOY STUDIO



There's a pride
that develops in a
person who has a
permanent stake in
their neighborhood.

BEV THIEL, HABITAT FOR HUMANITY OF KENT COUNTY



At the same time, Michelle didn't want the two units to look wildly different. "It's important to keep some elements consistent to create a cohesive look," she said. "I opted to explore some combinations of blues and greens. From there, I worked within the Quality Edge palette to create a couple monochromatic options I thought would work well within the neighborhood." Right away, Habitat for Humanity was on board with the direction, and the families were just as excited.

With a vision in place, the building began—and a few weeks into the construction the TruCedar® Steel Siding and trim pieces arrived, along with trainers from Quality Edge. "The collaboration with the designer Quality Edge provided—as well as the training—made us feel confident in our skills to work with this steel siding, a product new to us," said Bev. "We are not used to getting that level of support from our suppliers, so Quality Edge was very unique in that regard."

Today, the siding is up, the walls are painted, and the two families have a place they're proud to call home. "There's a pride that develops in a person who has a permanent stake in their neighborhood," said Bev. "We see what happens when anxiety is replaced with hope."

**Habitat for Humanity is
always looking to build new
community partnerships.**

You can volunteer, provide financial support or make an in-kind donation. Learn more by visiting habitatkent.org or by calling 616.774.2431.



CREATING A STANDOUT STAY

Pirates of the Caribbean Getaway. Rocky Mountain Treehouse. Geodesic Dome in the Woods. Historic Engine 24 New Orleans Firehouse. These are just a few of the wildly unique experiences you'll find on Airbnb, scheduled months—sometimes years—in advance by experience seekers whose itch for the uncommon could never be scratched by a big-name hotel chain. And behind each of these “homes” is a person whose ambition helped that listing stand out from all the rest.

Airbnb started as a website for renting out an air mattress in San Francisco. Today it is a much different story. In 2020, Airbnb was valued at 75 billion U.S. dollars—more than Marriott and Hilton hotels combined. In total, Airbnb has about 4 million hosts, and Jennifer Ascani, a Michigan native, plans on being one of them soon.

Jennifer's current project—the Pinecrest Point A-Frame—is still under construction, but when it's done, it will be one of the more unique rental properties in East Lansing, Michigan. We were curious about Jennifer's project and story, so we got in touch and asked a few questions.

BUILDING PARTNER
Luxe Development Group
luxedevelops.com

PHOTOGRAPHY
Aaron Reed Photography

From the time
I was a little girl,
I always wanted a
cabin. Deep down,
I wanted an everyday
life like the one I got
to experience while
“on vacation.”

JENNIFER ASCANI, OWNER OF PINECREST POINT A-FRAME

WHAT INSPIRED THE DESIGN OF YOUR HOME?

My dad is from Michigan's Upper Peninsula. Both of my aunts who live there built log cabins—two on the shore of Lake Michigan and one tucked in the woods of Negaunee. We would visit, at the very least, every summer and winter. Staying at “camp” and the cabin was like being transported to this amazing world—a world that was not my everyday normal growing up in a suburb of Lansing. Going up north was this beautiful experience, an amazing adventure.

TELL US A LITTLE ABOUT THE BUILDING PROCESS.

We were so blessed to find our builder (Bruce Davis, Luxe Development Group) who knew how traditional A-frames were constructed. We had to make some tweaks because of current building codes—like using LVL lumber—but all-in-all, I'm pleased with the construction. It was a huge moment when the construction crew “raised the A's”—it felt like a modern barn raising!



That feeling of escaping the grind of everyday life and being able to fix your eyes on natural beauty does wondrous things to and for a person.

WHY DO YOU THINK PEOPLE ARE LOOKING FOR HOME DESIGNS THAT ARE UNIQUE AND DIFFERENT FROM TRADITIONAL HOME DESIGNS?

I think most people, when they come home or go on vacation, they just want different—a different feel, a different view. They want to experience something that is beautiful and well kept. Simple, yet intriguing. And memorable. McMansions were a huge goal for many people for many years, which I never really understood.

WHAT MAKES YOUR HOME UNIQUE AND DIFFERENT?

Our A-frame is based on a vintage '60s plan by Western Wood Products Associated out of Portland, Oregon. It's large for an A-frame (around 1,400 square feet), yet very small compared to an average American home. The windows are a huge "wow" factor, as well as the view from the loft. The view of the trees or the lake, the sunrise or sunset, nature coming into your home—it brings a calming and rejuvenating feeling to your soul. That feeling of escaping the grind of everyday life and being able to fix your eyes on natural beauty does wondrous things to and for a person. We spend most of our time outside of work in our home so I believe it should be a space that captivates us.

One of the biggest struggles I had was in deciding on the exterior. We wanted it to be in harmony with nature, but still have a retro "pop." I really wanted raw cedar board and batten, but I knew the upkeep was going to be a nightmare and that there could always be the possibility of mold from water damage. My builder actually suggested Quality Edge TruCedar®. It was the perfect solution, and I am absolutely in love with the Mountain Laurel green color we picked out. It gives the illusion of painted wood without the upkeep, but still has that 60's rustic cabin vibe.

WHY DO YOU THINK POTENTIAL RENTERS ARE WILLING TO STAY IN HOMES THAT ARE NEW AND DIFFERENT?

I think renters want to escape the monotony of their everyday life. There is a huge yearning for something that is new and different. Our soul gets excited to break the mold and get out of the box. Adventure time seems so limited nowadays with 40+ hour work weeks, smart phones, and wireless internet, where we are always accessible, always on always working. People want to escape what is normal for them and stay somewhere new and different. Normal is not something people want for their very limited time for vacations and adventures.

Why build an A-frame?

A-frame homes are some of the most popular destinations on Airbnb. People love staying in them—and there are plenty of reasons why more people are building them:

- The minimalist structure—free from complicated roof lines—is fairly simple to build, providing a great bang for the buck.
- A-frames—even ones near urban settings—have that rustic feel that is becoming sought out more and more.
- The unique frame prevents snow buildup with one of the most affordable and effective roof systems for heavy snow loads.

Interested in seeing the Pinecrest Point A-Frame as it gets built? Just follow @pinecrest.point.aframe on Instagram.

Wish Listed

Check out these unique stays and start planning your next getaway.



HAMILTON HOUSEBOAT
Coming soon—floating container house in Douglas, MI



ROCK CREEK RETREAT
Creekside cabin near Red Lodge, MT
Available to rent through [evolve.com](#)

PORTAGE TINY HOUSE
Net Zero tiny house in South Bend, IN
Available to rent through [airbnb.com](#)

2021 National Frame Builders Association Residential Building of the Year



PELICAN PRAIRIE RETREAT
Modern retreat near Lake Lizzie in Pelican Rapids, MN
Available to rent through [airbnb.com](#)



According to Airbnb

- More than a third (36%) of Americans find themselves daydreaming about traveling daily or more.
- More than two thirds (69%) of adults say that daydreaming about traveling brings about positive emotions.
- The number of stays at eco-friendly homes increased by 141% over last year₂.
- More hosts are sharing green spaces than ever before, with more than 364,000 sustainable stays on Airbnb₃.



Building With

It's forever been said that experience is the best teacher.

And when it comes to learning new products,
tools and materials, the people at Family Handyman
wholeheartedly agree.

New Possibilities

Every year, Family Handyman informs and influences millions of do-it-yourselfers—from homeowners to contractors—by creating and sharing stories about smart home improvement. A lot of what they share is discovered through their own trial and error—tinkering, testing and trying something unfamiliar.

It's easy to repeat the same habits that have been used with success for years. Ask any builder, architect or designer and they won't deny it. There's a certain comfort there. A confidence not easily shaken. But staying in comfort rarely expands one's skill set or potential. Embracing an unfamiliar product can, but it requires both years of experience and a willingness to be inexperienced. "You need to be that new student who doesn't know anything," Nick Grzechowiak of Family Handyman told us. "If you approach every new or alternative product with the same experience taught by previous products, you often miss the valuable differences of the new item."

One of those new products Family Handyman got their hands on was Vesta Steel Siding®, a steel planking system inspired by the sleek aesthetic and weather-tight performance of shiplap. Bold and brave, this siding inspired the Family Handyman staff—professionals in construction, woodworking and remodeling—during one of their most ambitious projects—the Getaway vacation home.

We recently asked Family Handyman how they select new products and what encouraged them to take on a full home build for the first time ever.

PHOTOGRAPHY

Tom Fenenga, Family Handyman



Testing alternative products always teaches us something about building materials or construction methods or the needs of the market. We appreciate that learning.

NICK GRZECHOWIAK, FAMILY HANDYMAN



WHAT IS THE VALUE OF TRYING AN ALTERNATIVE PRODUCT AND WHAT'S THE VALUE FOR CONTRACTORS?

We test products often, and we learn something each time. Sometimes our work with a product we've never experienced before might just affirm our appreciation for a different product. You might not know how good a product is until you test a similar one. And we often find products whose manufacturers did their research into materials and the marketplace and they built something better—a tool or item that can save us time and money. Either way, testing products always teaches us something about building materials or construction methods or the needs of the market. We appreciate that learning.

HOW VALUABLE IS FINDING THE RIGHT MANUFACTURING PARTNER WHEN TRYING SOMETHING YOU'VE NEVER USED BEFORE?

Even with years of experience and a diverse team of professionals, we call on expert resources regularly. Finding and working with quality partners helps us serve our audience with the latest and most trusted information. We know we can't do everything or know everything.



CAN YOU TELL US MORE ABOUT THE GETAWAY HOME? WHAT'S IT LIKE?

Our Getaway took shape on a plot of land about two hours east of Minneapolis near Weyerhaeuser, WI. It's on a no-motor lake, offering maximum peace and tranquility. Building an entire house was a first for us, and it was unique in media today. It wasn't a quick makeover or a showcase of some luxury build. We went through the building process and created stories and videos to highlight what we felt was important as projects, tips and product guides. By taking the time and doing things right, we created a unique way of delivering building information to our broad audience.

WHO WAS INVOLVED IN THE PROJECT AND WHAT WERE THE GOALS?

The Getaway vacation home was designed by a team made up of our editors—including a building contractor licensed in the state—art directors, and an independent architecture firm. The team started with the goal of building a modern vacation home that would meet three goals. First, it had to be roomy enough for a family to enjoy weekends away. Second, it needed low-maintenance features. Third, we wanted a style that would fit the wooded surroundings while also letting us test alternatives to traditional products.

WHAT INSPIRED YOU TO DO THIS PROJECT IN THE FIRST PLACE?

We know our audience is committed to enhancing their primary homes. But it's no surprise they may be hesitant to build a second home because it requires a lot of time, patience and most importantly, good financing. We wanted to show millions of people how to create their own spaces, all without a mortgage or steep financial plan.



The Second Home Trend Might Be Here to Stay.

857k people say they're likely to purchase a second home or vacation home in the next year, and 81% of people say investing for the future is very important.

"Home sales are on the rise across the board due to record-low mortgage rates and a wave of relocations during the pandemic, but demand for second homes is particularly strong as affluent Americans work remotely, no longer need to send their kids to school in person and face travel restrictions."

— TAYLOR MARR,
LEAD ECONOMIST AT REDFIN



No matter
the obstacles
you face in
the building
process, you
can get through
them with
clear-headed
planning.

CAN YOU TELL US ABOUT YOUR EXPERIENCE WITH VESTA SIDING?

Knowing that steel siding is gaining popularity, mostly vertical corrugated panels, we chose Vesta Steel Siding®. We favored the look and design of this steel lap-siding product that can be installed vertically or horizontally, and it had a permanence we couldn't find with other products. Plus, it had an organic look that fit with the woods around the home. The materials cost more, but its install—similar to vinyl—went quickly, so we saved on labor.

DURING THE BUILD, DID ANYTHING SURPRISE YOU ALONG THE WAY?

No matter the obstacles you face in the building process, you can get through them with clear-headed planning. We faced obstacles with people, materials, workmanship, weather and more. And we succeeded with the project in spite of all that. Yes, the production calendar will take a hit, and your budget might, too. But you can get through any obstacle with open-minded flexibility.



For Family Handyman, Not All Products Make the Cut.

The staff at Family Handyman takes the evaluation of new products seriously. Because when 1.1 million subscribers and national newsstand readers trust your opinion, you can't be winging it. Their evaluation process involves asking four main questions about every product being considered:

- Performance: How well does it perform?
- Value: Are you getting what you paid for?
- Reliability & Durability: How well does the product perform over time?
- Ease of Use: Is the use of this product intuitive? Is it as easy as it should be for the intended user?

ABOUT FAMILY HANDYMAN

Family Handyman is a media producer that creates and shares stories about smart home improvement. Using their website, print magazine, project videos, newsletters and education courses, anyone can find building projects, repair and remodeling tips, product reviews and inspiration for their DIY lifestyle. Learn more at familyhandyman.com.

LEARN MORE ABOUT THE GETAWAY

Visit familyhandyman.com/article/the-getaway/ to find all the projects, techniques, materials and furnishings Family Handyman used, as well as expert guidance on how you can build a vacation home of your own.

Color

We see and feel color everywhere.

Wherever we go, whatever we're doing, inside and out, color gives us an emotional reaction. Some combinations are bold and joyous. Others are soft and soothing.

Some combinations get there by chance. Others, by choice—careful, time-consuming choice.

Coordination



I have always loved color and putting things together.

KERRY ROWE, KERRY ROWE DESIGN

There are infinite colors in this world, ten million of which the human eye can actually distinguish.

And when you consider all the different possible combinations? Well, now you're back to infinity. So, although you can look at a home, or a clothing line, or an office, or a consumer product and say, "Yeah, those colors make sense," you're probably observing colors that someone agonized over, exploring different colors until they found the ones that were just right. As a color, material and finish (CMF) consultant, this is a process Kerry Rowe knows all too well. "When the sky's the limit with infinite possibilities, it's easy to be overwhelmed," she explains.

Kerry has been a CMF consultant since 2009, helping leading home product companies create and maintain their standard CMF lines. "Sometimes I'm brought in at the beginning to create foundational color collections, but most often I'm pulled in to help make sense of a legacy offering of products, reconcile existing products and introduce new colors based on market expectations," she says. "I have always loved color and putting things together to create amazing spaces that improve homes and make homeowners happy."

AN EMOTIONAL MATTER

Color trends are rooted in various aspects of society—entertainment, fashion, social media, nature, science, etc.—and they are constantly shifting, transforming, capturing senses of nostalgia and stirring our emotions in unexplainable ways. Some color trends make sense, while others defy logic completely. "We're in a very interesting time for color preferences," says Kerry. "With the pandemic still going on and the economy and supply chains in flux, you'd think color would be subdued and dark, but the current, prevailing color trends are bright and fresh because we need them to be! We want colors that stand out and exude optimism and positivity in a time when in-person connections are not back to pre-pandemic standards. Color is tied to emotion and has the power to uplift us in this moment when we certainly need it."





Color is tied
to emotion and
has the power
to uplift us.

KERRY ROWE, KERRY ROWE DESIGN



A home's exterior is the backdrop for appreciating your outdoor spaces and shouldn't be ignored.

MICHELLE BJORUM, HOME JOY STUDIO

TRENDS WORTH WATCHING

As Kerry mentioned, bolder colors and patterns are on the rise—colors that carry a sense of positivity and joy. Along with bold colors, designers are also seeing trends of nourishing neutrals replacing stark whites, and warm taupe replacing designer gray. But design trends don't always manifest in the color alone. Sometimes it's the combination of colors with textures or materials. "Velvets are continuing to explode," Kerry explains. "The 'cozification' of our homes has many specifying velvet and plush upholstery—the softer the better."

Michelle Bjorum—an interior designer and owner of Home Joy Studio who helps clients across the country—also confirms the takeover of texture. "More than any specific color trend, I'm excited about texture trends," she says. "In the world of exteriors, the availability of different profile options such as the planked look, multiple types of board and batten, shakes, smooth surfaces and woodgrain texture—they provide so much opportunity for customization, even when clients prefer sticking to 'safe' colors."

2021 trends point toward divergent paths. We crave colors that are upbeat and happy. However, these touches of vibrancy require a steady foundation of warm, cozy neutrals that communicate security and stability. Key color families for 2021 are active and bright as well as subdued and calming. Both categories are important. Both are valid and set out to balance each other, and maybe us in the process.

(An excerpt from "Personalities of color, materials and finishes"—a blog post on Kerry Rowe's BOX SEE blog.)

Color trends tend to skew inside-focused—paint, furniture, fixtures, etc. But Michelle Bjorum believes outdoor living shouldn't be overlooked. "A home's exterior is the backdrop for appreciating your outdoor spaces and shouldn't be ignored," she says. "While I think neutrals will remain the baseline for overall color schemes, what I'd love to see as a trend is carving out smaller sections on the exterior elevation where accent colors are used to accentuate outdoor living spaces. In order to push the color boundaries, starting small or perhaps in backyard patio areas may be a low-risk way to reintroduce homeowners to color on their exteriors."





FEATURED

- Vesta Steel Siding®
in Gilded Grain
- TruCedar® Lap Siding
in Harbor Mist
- TruCedar® Board & Batten
Siding in Harbor Mist

UPDATING EVERY ELEMENT

In the fall of 2018, Tim and Courtney Heinrich purchased a home that had been on the market for three years. Despite the idyllic location, it had been used as a vacation rental property for about 20 years. As a result, much of the love and attention that would normally go into a home... hadn't. "We went as far as to explore a complete knockdown and rebuild since almost every element of the home is being touched," Tim remembers.

First and foremost, some safety concerns needed addressing—leaking windows, broken siding and rotten trim. Once those were taken care of, the couple started thinking more about possible design approaches, but kept getting stuck. "We struggled with the opposing roof lines and overall boxy shape, and knew that we needed help," Tim says. And for this, Tim and Courtney looked to Michelle Bjorum and Home Joy Studio.

The three made a fantastic team. Michelle provided examples of past work and a summary of her services. Tim and Courtney shared inspiration they'd spent years collecting, including a few options they wanted to start with regarding colors, accents and orientation. Within a few weeks, Michelle provided six renderings, each with distinctive features and inspiration. "We worked through combining elements from one to another to come up with our final selection," Tim says.

Tim and Courtney's home is still a work in progress. But they did map out a ten-year plan that balances functionality, cosmetics and safety—and they're getting there, bit by bit.



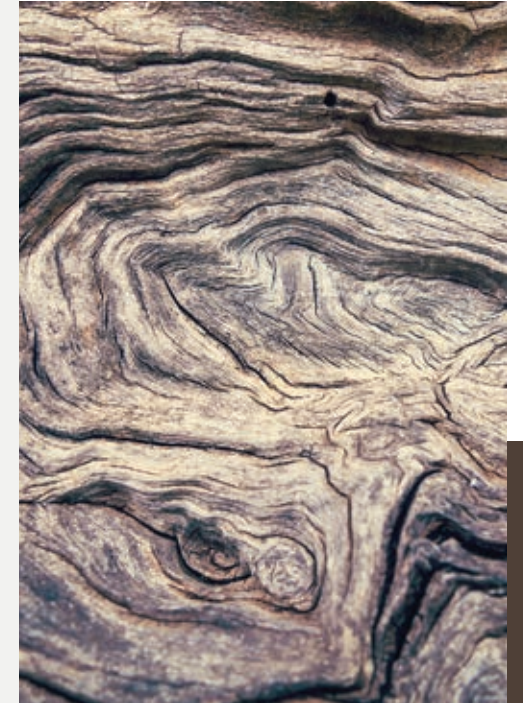
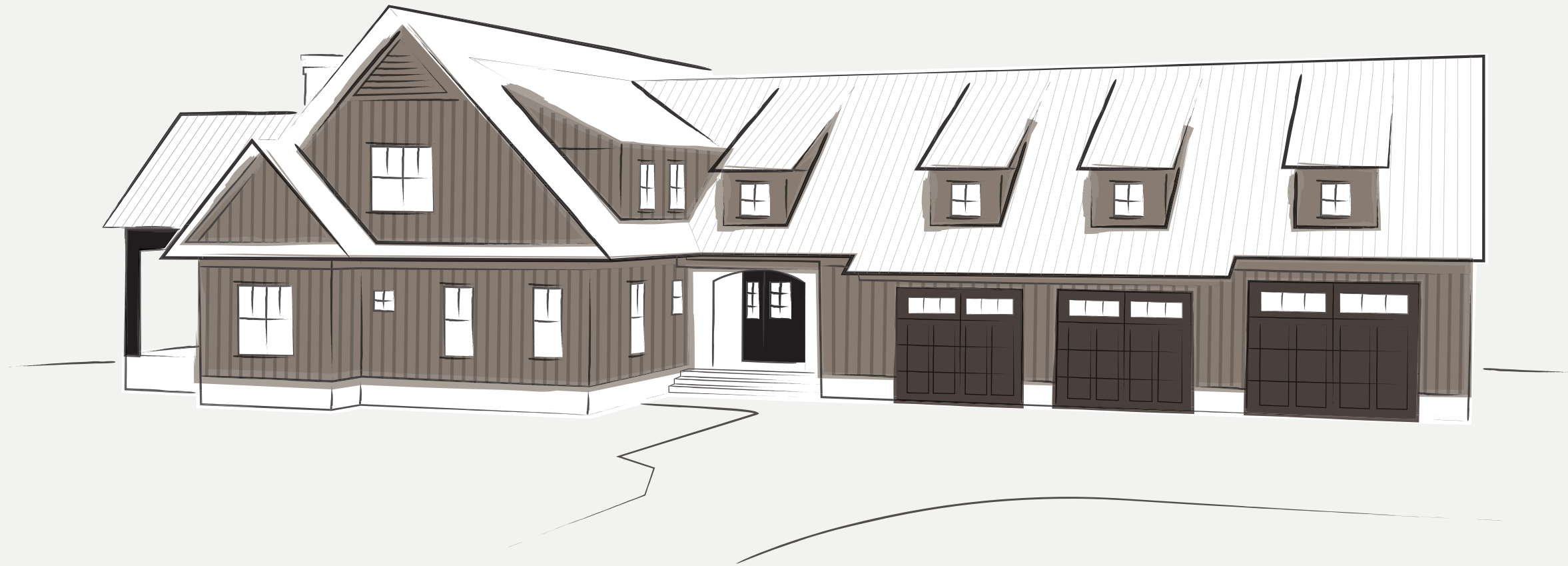
KERRY ROWE
CMF CONSULTANT / KERRY ROWE DESIGN

A sound CMF strategy can make or break a new product introduction. Similarly, a CMF program refresh, grounded in effective sensory appeal, strengthens your brand and your customers' emotional response to your products. Learn more about Kerry, see her services and read her blog at kerryrowedesign.com or follow @kerryrowedesign on Instagram.

I absolutely love to clean up a dated color line, reducing the number of colors offered in a more concise, curated line.

KERRY ROWE, KERRY ROWE DESIGN





CABIN DESIGN FEVER

Tim Kvech had been waiting all his adult life to build a hunting cabin. Finally, he chose a piece of property—the perfect retreat for family and friends. Tim really wanted a “wow” factor, but achieving it was another story. “I had an architect provide the home plans, but my challenge was envisioning the siding design and color scheme to blend in with the natural surroundings,” Tim says. That’s when he was referred to Michelle Bjorum. “She and I discussed what I was looking for and then she sent me several design and color options,” Tim says. “She took my exact home plans and visually showed me each option on my home which then made it extremely easy for us to decide which option we liked best.”

This is something Michelle always does—showing her clients what the final home will look like. “There’s nothing more powerful than being able to see what you’re getting yourself into!” she asserts from experience. “Designers typically have the ability to visualize quite clearly what something would look like based on notes and samples and photos, but not everyone can make the leap from that little color swatch on the dining table to a full exterior refresh, which is totally understandable.”

Color played a huge role in the outcome of Tim’s cabin getaway. Inside and out, his vision was having a place people would rave about. And, as he puts it, he couldn’t have done it without a designer by his side. “Hiring a designer and investing in a design rendering provided me with a huge return, and the house design that I always dreamt about.”



FEATURED

- TruCedar® Board & Batten Siding in Napa Vine
- Musket Garage Doors
- Black Trim & Accents

Homes—both
inside and out—
are the stage
where the stories
of our lives unfold.

MICHELLE BJORUM, HOME JOY STUDIO



MICHELLE BJORUM
INTERIOR & EXTERIOR DESIGNER / HOME JOY STUDIO

Home Joy Studio believes your home should bring you joy, fulfill a purpose beyond simply being a roof over your head and should be a place of comfort, rest and rejuvenation. Learn more at homejoystudio.com or follow @homejoystudio on Instagram.

ON THE COVER



FRONT COVER
Quality Edge® Vesta Steel Siding® in Ironstone and Gilded Grain
Photography: Tom Fenenga
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BACK COVER
Quality Edge Vesta Steel Siding in Ironstone

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REFERENCES

¹Data from 2021 Houzz & Home study (published by Houzz), an overview of U.S. renovation in 2020 and 2021.

²Based on Airbnb internal data of year-over-year growth of guest arrivals to listings including specific keywords (eco-friendly, ecological, etc.) in listing titles and descriptions from August 2018 to August 2019.

³Based on Airbnb internal data of listings including specific keywords (eco-friendly, eco-conscious, etc.) in listing titles and descriptions as of August 2019.

IF YOU NEED US,
WE'LL BE OUTSIDE



10
Quality Edge Inside Out® Underdecking in Black



12–13
Quality Edge TruCedar® Siding in Bennington Beige and Ironstone



15
Quality Edge TruCedar Steel Siding in White, Vesta Steel Siding in Gilded Grain



16
Quality Edge Inside Out Underdecking in Medium Teak



17
Quality Edge Inside Out Underdecking in Medium Teak

A HIGHLY
DESIGNED HABITAT



20
Quality Edge TruCedar Siding in Ripe Olive and Sycamore



20–21
Quality Edge TruCedar Siding in Ripe Olive and Sycamore



24
Quality Edge TruCedar Siding in Ripe Olive and Sycamore

CREATING A STANDOUT STAY

Photography: Aaron Reed
Construction: Luxe Development Group, LLC.



26
Quality Edge TruCedar Siding in Mountain Laurel



28



29



30
Quality Edge TruCedar Siding in Mountain Laurel

WISH LISTED



32
Quality Edge Vesta Steel Siding in Gilded Grain



32
Quality Edge Vesta Steel Siding in Gilded Grain and Ironstone



33
Quality Edge Vesta Steel Siding in Gilded Grain, McElroy Max–Rib metal panel in Matte Black
Construction: Provision Construction & Design



33
Quality Edge TruCedar Siding in English Saddle

BUILDING WITH
NEW POSSIBILITIES

Photography: Tom Fenenga
© Family Handyman



34–35
Quality Edge Vesta Steel Siding in Ironstone and Gilded Grain



37
Quality Edge Vesta Steel Siding in Ironstone and Gilded Grain



38
Quality Edge Vesta Steel Siding in Ironstone and Gilded Grain



39
Quality Edge Vesta Steel Siding in Ironstone



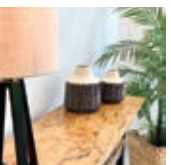
39
Quality Edge Vesta Steel Siding in Ironstone and Gilded Grain



40–41



42



42



42



43

Quality Edge Vesta Steel Siding in Ironstone



44

Quality Edge Vesta Steel Siding in Gilded Grain



45
Quality Edge Vesta Steel Siding in Ironstone and Gilded Grain

COLOR COORDINATION



46

Quality Edge TruCedar® Shake in Weathered Wood, Vesta Steel Siding in Gilded Grain, TruVent® Hidden Vent Soffit in Cactus
Photography: Dean Van Dis



49

Photography: Pete McDaniel



50

Quality Edge Vesta Steel Siding in Great Water, TruVent Hidden Vent Soffit in Dragonfly
Photography: Dean Van Dis



51

Photography: Pete McDaniel



52

Photography: Pete McDaniel



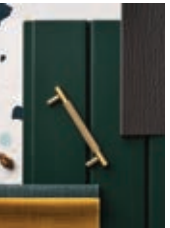
53

Photography: Pete McDaniel



56

Photography: Pete McDaniel



57

Quality Edge TruCedar Steel Siding in Ironstone, TruVent Hidden Vent Soffit in Ripe Olive
Photography: Dean Van Dis



60

Photography: Pete McDaniel



61

Photography: Pete McDaniel

