

Inhabit

MAGAZINE

BY QUALITY EDGE®
SUMMER 2023





Aluminum is at once
as white as silver, as
incorrodible as gold,
as tenacious as iron,
as fusible as copper,
and as light as glass.

JULES VERNE

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FIRST IMPRESSIONS

Homeowners are continuing to invest in updating their front porches. These exterior facelifts can offer a peek at the design and personality of the home behind the front door.



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NOW TRENDING

All across the country, exterior design trends continue popping up in new homes and remodel projects. Here are nine trends we expect to last.



CAPTURING MOMENTS IN TIME

Like the cover of a magazine, a home's front porch sets up a story.

It captures the mood and style of what's waiting inside. They can be familiar and inviting, or unique and completely unexpected. They can celebrate seasons, big events, and holidays. And each one hints at the past, while also looking to the future.

Past trends don't always help predict future trends. Trends, colors, styles and designs evolve quickly. Whether it's bold, rich colors, neutral wood tones, conservative styling, or modern flare, we keep a close eye on key influencers, then predict what's going to stick and become a norm. Home trends move slower than, say, fashion—but can still change quickly. Knowing what's in, what's out, and what's coming is an ever-changing challenge, but it's one we fully embrace.

In this issue of Inhabit, we explore the roads less traveled and the roads worn down. We'll explore the journey of a material used on or in nearly every home. We'll break down trends causing homeowners, contractors and builders to rethink their first impressions on a home. And we'll explore the stories of homeowners who brought their vision to life.

We hope the inspiration of the past and predictions of the future challenge you to think differently—and inspire you to tell your own story.

Katie Ostreko

KATIE OSTREKO
VP Sales & Marketing, Quality Edge

Meet the people behind this issue.



HANNAH JANSMA, HOMEOWNER
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An avid writer and home design enthusiast, Hannah helps homeowners tackle projects, personalize their space, and love their home. Along with her husband, Tyler, she has been documenting their most recent project—building their family home from the ground up on the Michigan lakeshore.



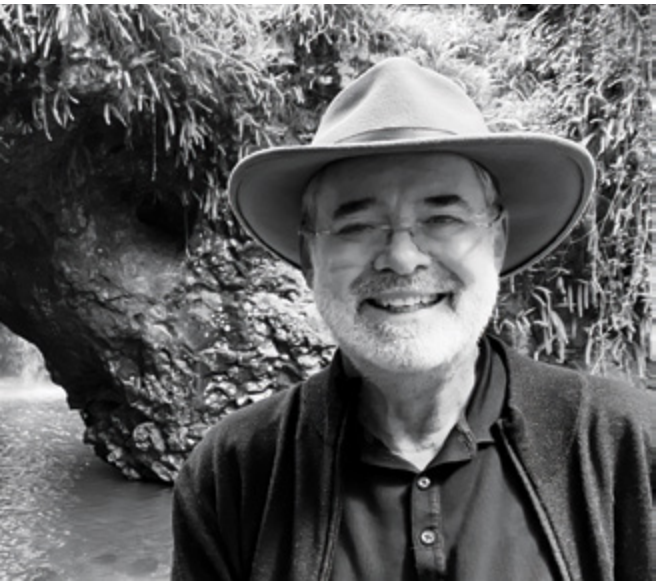
KATIE OSTREKO, QUALITY EDGE
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For many years, Katie has worked at the intersection of product design and brand marketing. Today, as the VP of Sales and Marketing at Quality Edge, she oversees a range of industry-shifting products and helps tell their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



EMILY MCALLISTER, REALTOR, KELLER WILLIAMS
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A Realtor from Greenville, NC, Emily shares her expertise on a wide range of topics, including the real estate market, the economy, and housing trends.



PHIL WAKELING, PHD
SENIOR METALLURGICAL ENGINEERING CONSULTANT

Ever since earning his PhD in Astrophysics, Phil's illustrious career has taken him across the nation where he's worked at leading companies in the areas of metals, aerospace, and aluminum.

75%

(1.5 billion tons)
of aluminum ever produced
are still in use today.

Good as Gold

By turning aluminum cans into building products, aluminum trim or soffit can contain 85–90% recycled content, including soda cans. Other material options may contain a percentage of recycled content, but none reach the degree of aluminum. Aluminum can be remelted and reused without impacting the material and its properties and can be recycled repeatedly. Maybe that's why aluminum was more valuable than gold at one time in history.



SUSTAINABILITY IN A MATERIAL WORLD

Conversations around sustainability are often focused solely on what happens to materials at the end of their useful life. But a just-as-vital side of sustainability is longevity—materials that don't expire for years, decades, or even centuries.

We've all passed someone's house and seen a large dumpster taking up half the driveway, filled to the brim with waste. Whether it's a new home construction or roof contractor tearing off shingles, building materials can easily fill one or more of those dumpsters. In fact, according to many organizational estimates, 40% of what goes into landfills today are construction materials, estimated to be 2.5 billion tons by 2025.

It makes you wonder... how should we be thinking about sustainable building products? Let's look at three key components:

- First, what type of materials are used in the creation of the product?
- Second, how long can the product last?
- And third, what can you do with the product once you're done?

BEGINNING WITH BETTER MATERIALS

Between metal, plastic, wood, stone and concrete, homeowners have no shortage of materials to choose from. Yet not all materials are treated equally. When it comes to trim like roof flashings or soffit, aluminum has the best sustainability story to tell.

Sustainability isn't just about what happens to materials at the end of their useful life, but also about durability and longevity.



95%
Recycled aluminum saves
95% of the energy required
to make new aluminum.

THE DURABILITY DECISION

In recent years, shingles have escalated from 10, to 20, to 30-year warranties, which means the flashings and trim that protect the home from water need to hold up even longer. Flashings come in steel and aluminum, both tested to last a lifetime equivalent or approximately 40–50 years.

What about siding?
There are multiple options for siding, including vinyl, fiber cement, wood composites, steel, aluminum, real wood or brick. Each have upsides and downsides, but steel is unbeatable when it comes to the math between lifetime value and erosion of performance.

While non-steel solutions may technically hold up, they require maintenance or fade over time. And depending on temperatures, they can also expand and contract. Steel siding—fortified with a high-performance paint coating—can offer a lifetime warranty that lasts for 50+ years. And in some cases, like with Vesta Steel Siding® from Quality Edge, the warranty can even transfer to secondary homeowners.

Also important to keep in mind: Sustainability isn't just about the siding itself. A durable building material reduces all the energy and elements required to sell a new product—including manufacturing, packaging, energy, consumption and even paper labels. This creates a downstream advantage for products that don't need to be replaced.

40% of what goes into landfills today are construction materials, estimated to be 2.5 billion tons by 2025.

30%

of all building materials delivered to a site end up in the dumpster.

THE PRODUCT AFTERLIFE

After their useful life, many building products head straight for a landfill, mainly because builders and contractors have limited recycling for products that aren't paper or metal. Experts estimate that 30% of all building materials delivered to a site end up in the dumpster, but specifically identify metal as being cost-effective to recycle.

With metal recycling stations located in every region of the country, many builders and contractors are starting to shift their thinking around material usage—especially knowing that steel or aluminum can be recycled easily, and that they can collect reimbursement depending on the current market metal costs.

Ready for Recycling

Aluminum is one of the most recycled materials on earth with an efficiency rate of 76%. Despite aluminum being recyclable, Live Science states that only around 55% of aluminum cans make it into the recycling bin each year.



65%
of America's aluminum
is recycled₂



A MATERIAL MIND SHIFT

When roofs get replaced, siding gets upgraded or gutters get a new look, it has an impact. It's why more and more homeowners and contractors are shying away from cheaper materials and focusing on options that not only offer a long life with a high degree of recycled content, but also plan for what happens in the future.

With homeowners spending an average of 12 years in their home—much longer compared to previous years—a decision like what siding to choose has never been more important.

In the end, sustainability isn't just about what happens to materials at the end of their useful life or solely about durability and longevity. If we want to live in a world with less waste, it has to be about both.



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Which Material Will You Side With?



1	2	3	4
VINYL SIDING	FIBER CEMENT	WOOD COMPOSITE	STEEL SIDING
<ul style="list-style-type: none">· Warranties are typically 50 years, but often only include 20-year fade protection· Prone to cracking in extremely cold weather requiring repairs and upkeep· Likely to dent and replacement of individual panels are often not possible	<ul style="list-style-type: none">· Warranties are typically 30 years with the option for extensions· Prone to moisture and water damage if not installed or flashed correctly· Requires repainting and re-caulking every 10–12 years	<ul style="list-style-type: none">· Warranties average 25–30 years, fade protection varies· Prone to moisture and water damage if not installed or flashed correctly· Requires repainting and upkeep to maintain the color	<ul style="list-style-type: none">· Warranties are 50+ years with the option to transfer, some include chalk and fade protection· Does not require a water backer or protection from moisture to maintain its performance· Not recommended for installations within a mile of salt water



SPRUCING UP THE PLACE

SEVENTH HAVEN

Back when Hannah Jansma was attending college, her parents gave her the option of renting campus housing on her own dime or moving into a foreclosed home they’d purchased and planned on flipping. The catch? Hannah had to pitch in and help tackle the renovation—demolition, painting, removing carpet, you name it. That’s when Hannah fell in love with renovating and home design. “It changed the whole trajectory of my career,” she says.

After flipping two houses alongside her parents, Hannah began documenting the process on a blog. She started gaining a lot of people’s attention, including her eventual husband. “One of my girlfriends shared [my blog] on her Facebook and this guy saw it and actually messaged me online—and we went out on a date. I’m always grateful that I started that blog because it brought me Ty and my family.”

Fast forward a few years later. Combining their passion for design (Hannah) and real estate (Ty), the couple built and flipped multiple homes—and never in one place. They moved all over—South Carolina, Georgia, and Texas—before getting married and moving back home to Michigan. Once Hannah finally got settled into their sixth home, she started getting the itch for some property to build on. It took some convincing, but Ty agreed.



This is the point where most people would hire an architect, but not Hannah. “I actually drew the house plan completely myself,” she says. “It was an adventure, but living in so many different types of homes gave us a good idea of what we wanted.” Hannah was particularly inspired by architecture that divides homes into very separate living spaces. “So, if you look at our home, it’s got four different quadrants—the garage, living space, the workspace, and the living quarters,” she says. “And then, aesthetically, the number one thing I wanted was lots of windows. I really love to be able to look at a home and see all the way through it from front to back, especially on a beautiful parcel of land like this one.”

With a baby on the way, Hannah and Ty also decided they wanted something that required less work. “Really, the whole reason why we built in the first place instead of renovating is we wanted low maintenance,” she says. “We have a very busy lifestyle, and we wanted low maintenance on something simple, that would not require a lot of upkeep.” This went for everything from the surface of the countertops to the siding outside. And this is where Quality Edge entered the picture.

HERE WE GO AGAIN

In the search for the perfect build location, Hannah would routinely drive along the Michigan lakeshore. “I would just drive multiple times a week until I saw new signs or new listings,” she says. “Our requirements were being near the lakeshore, having lots of mature trees, and finding a spot that was easily buildable.” Hannah and Ty eventually found the perfect plot of land—right where the forest meets the sand dunes, which turned into the water. “It’s a really unique topography,” she says. “You’ve got the deep rich woods, but then you’ve also got the light sand and the light blue water.” There were a lot of mosquitoes the day they looked around, but the good must’ve outweighed the bad, because the project was underway.





We really wanted the nature surrounding the house to be the focal point, almost as if the house sat back and blended in.

HANNAH JANSMA



STANDING OUT AND BLENDING IN

“When Quality Edge asked what color we were planning for the home, we said something dark, ideally black,” Hannah wrote on an August 2022 blog post. “They sent us a swatch of their color ‘Spruce,’ having no idea that my heart had already been flirting with the concept of a green house!” she added. Having a dark and dramatic exterior was exactly what Hannah wanted. When the sample arrived in the mail, they immediately jumped in the car and drove out to the lakeshore to hold it up against the house. “With an emphatic ‘YES!’ we placed our order,” she says. “We really wanted the nature surrounding the house to be the focal point, almost as if the house sat back and blended in. Dark green was the perfect choice considering the foliage surrounding the property.”

It was an adventure, but living in so many different types of homes gave us a good idea of what we wanted.

HANNAH JANSMA

Read more about Hannah,
see her favorite products,
and subscribe to her
monthly newsletter at
hannahtylerdesigns.com.



No Maintenance Required

Today, Hannah isn't the only one who loves her home's exterior. Now fully moved in, people always stop and take pictures—possibly for their own home inspiration. Recently someone even knocked on the door, just to comment on the color. “It's the single best design decision of the whole project, if you ask me,” Hannah says.

Just like home trends, Hannah's life and style are ever-changing, perhaps the biggest change coming when Hannah and Ty's son entered their lives. “Our family and friends would say our previous homes were more like museums, and this house feels lived in,” she says. “I think there's even a movement online of people breaking perfection and living in our homes and enjoying them as the spaces that they're intended to be. I find a lot of joy seeing our house being used.”

With TruCedar® steel siding, shown above in Spruce, homeowners never have to choose between amazing designs and unmatched durability. They can have both—in a wide variety of solid, woodgrains, and shake colors available.

THE AGE OF ALUMINUM

Aluminum is the most common metal in the Earth's crust, yet we didn't even know it was there until about 200 years ago. Now it's everywhere—making life better, safer, and more comfortable for us all.

A PRECIOUS DISCOVERY

Alum was discovered way back in the 5th Century BC. Revered throughout the Middle Ages as a precious metal, alum was at one point considered more precious than gold. Scientists would have to tease the metal out of alum, but this process was very costly. That all changed in 1886 when inventor Charles Martin Hall patented an inexpensive method to produce aluminum. His idea was passing an electric current through a non-metallic conductor, making aluminum the first metal to attain widespread use since the prehistoric discovery of iron. By 1914, Hall's invention had brought the cost of aluminum down to 18 cents per pound. It was no longer considered a precious metal, bringing aluminum into wide commercial use—for aircraft, automobiles, pop cans, and countless everyday items.

"If you look at the history of the human race, we define periods by engineering materials," said Phil Wakeling, a consulting metallurgical engineer known and trusted by major companies. "There was the Stone Age. Then we had the Copper Age, then the Bronze Age, then the Iron Age. And the age we live in now started in 1886. Almost every technology that we have these days depends on aluminum, one way or another."

A SELF-PROTECTING METAL

One of the biggest upsides of aluminum is that it's corrosion resistant. "It protects itself with a very hard oxide that forms instantaneously in contact with air," said Wakeling. Just that fact alone makes aluminum a great material for many applications—outdoor art and sculptures, transportation, building products—and the list of advantages keeps going and going. "It's replaced many other traditional metals because it's light, easy to produce, and it's infinitely recyclable," Wakeling adds.



PLAYS WELL WITH OTHERS

Pure aluminum is pretty soft (picture aluminum foil used for cooking). But because you can alloy aluminum with other elements, engineers can tailor specific properties to achieve ultimate strength and durability. This is why the same material you can easily tear in a kitchen is also used to form the wings of a 747.

“There’s a family of alloys that contain zinc, copper, and magnesium,” said Wakeling. “If we want to build ships, there is a series of alloys containing magnesium that are corrosion resistant. If we want high formability and good strength, there is a different series of alloys that find their way into general engineering applications, which are the most produced alloys in the country, with beverage containers and siding taking up more than 50% of the aluminum production in the U.S.”

So as much as aluminum is a great material on its own, what makes it so versatile is the way it can team up with others.



Did you know?

There are seven different alloys commonly used in aluminum manufacturing. Aluminum in general has incredible formability, which makes it perfect to use in building materials, including TruVent® Hidden Vent Soffit from Quality Edge.

Aluminum has replaced many other traditional metals because it’s light, easy to produce, and it’s infinitely recyclable.



What has Aluminum in Your House?

- Cars, Trucks, and Bikes in the Garage
- Kitchen Appliances
- Pots and Pans
- Medicine and Makeup in the Bathroom
- Faucets
- Electric Wiring
- Air Conditioner
- Aluminum Cans
- Roof Soffit & Trim

A MORNING WITH ALUMINUM

It's safe to say that mornings would look and feel a lot different without aluminum. Here's how the material influences your life—from the moment you wake up:

1. Electric Wires

Electricity from the power station is distributed to homes through aluminum wires.

2. Cell Phone

That electricity was charging a cell phone all night, which includes about 25% aluminum.

3. Refrigerator

An aluminum heat exchanger inside the refrigerator keeps everything cold.

4. Pots & Pans

Many kitchen pans include aluminum, making over-easy eggs possible.

5. TV

Check the morning news on your TV, which is lightweight and wall-mountable thanks to the inclusion of aluminum.

6. Air Conditioner

Aluminum coils help keep your house cool and comfortable all year round.

7. Vehicles

Many car parts are made of aluminum—enhancing performance and improving fuel economy on your way to work.



BUILT

TO

PERFORM

INNOVATION

33

PERFORMANCE YOU JUST CAN'T PASS

MAKE YOUR HOME A PERFORMANCE HOME

What connects Quality Edge with the most extreme Formula 1 (F1) race cars?

The cost of a Formula 1 race car is somewhere between \$12 and \$15 million. With high speeds and even higher stakes, every component has to perform, which is why racing engineers look to aluminum.

An F1 engine is one of the most impressive feats of engineering you'll ever see. Gas temps at the time of combustion skyrocket near 2,600 Celsius—half as hot as the surface of the sun. The consequent pressure forces on each piston are equivalent to the weight of four elephants. 9.25 million combustions occur in one race, and a single combustion error will result in a terminal failure of the engine. And all of this happens within an aluminum housing.

An F1 race car's brakes are just as impressive—a complex mix of downforce, mechanics, and electronics. Reaching speeds of 200+ mph, watching these cars on television doesn't even begin to describe the speed at which they're going. And aluminum plays a critical role in the brake system's performance.

In Formula 1, weight is everything. Aluminum is the ideal material for keeping the weight of the car down without sacrificing strength.

MARTIN BRUNDLE,
FORMER FORMULA 1 DRIVER AND COMMENTATOR

\$12–15M

Average cost of
a Formula 1 car

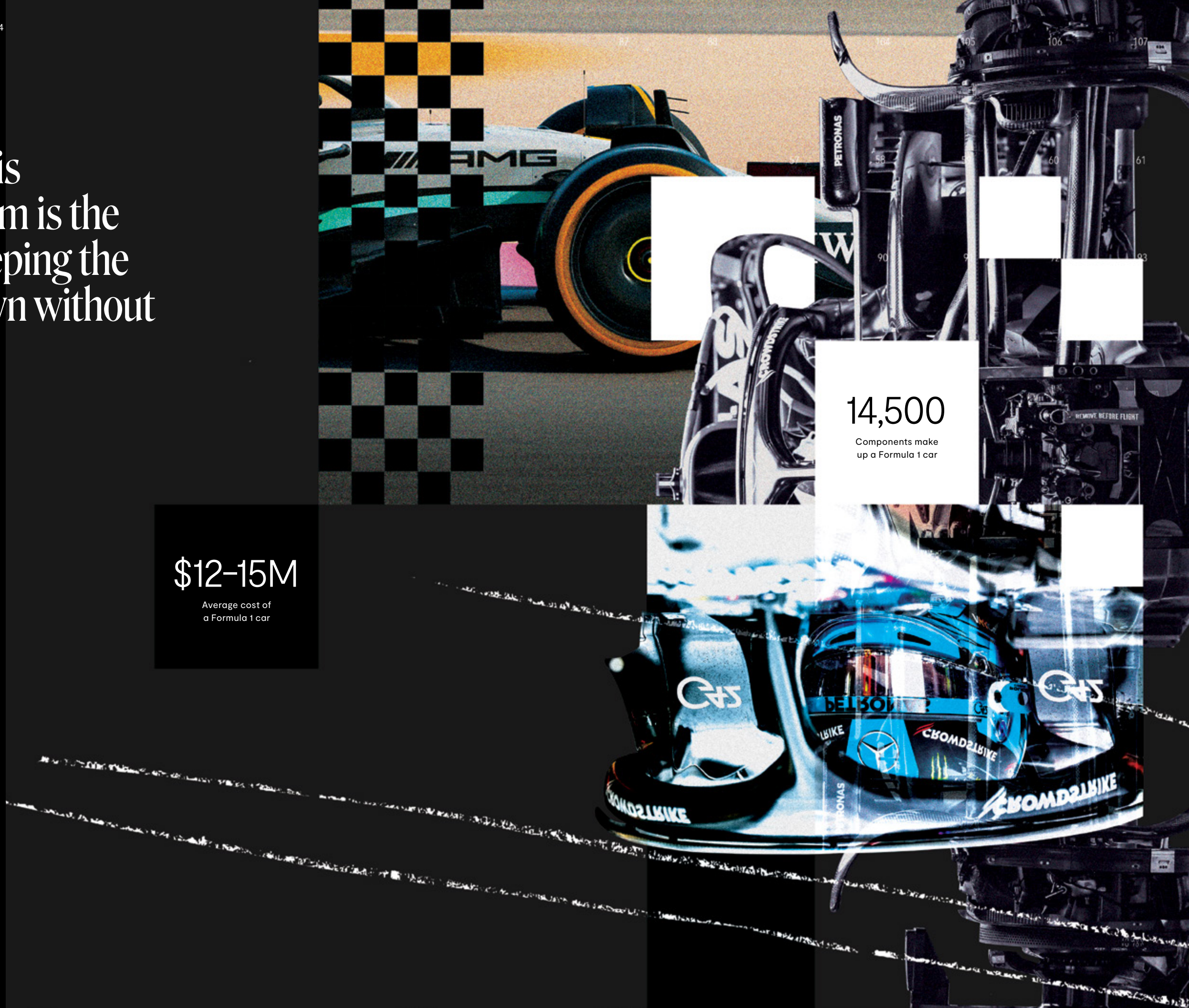
14,500

Components make
up a Formula 1 car

PERFORMANCE ON AND OFF THE TRACK

Aluminum is also trusted for safety. The bird cages that surround the drivers are often constructed from aluminum to better improve performance and safety. Aluminum can absorb twice the amount of crash energy as other materials, increasing its performance during an accident and diminishing the impact on the driver. “You’re safer in the race car than you are in cars going to and from the track,” said Mario Andretti, former racing driver.

At Quality Edge, we know your home will never be racing around a track, but we do know that there’s no force like Mother Nature. That’s why our engineers look at your roof trim, flashings or soffit the same way an F1 engineer looks at a race car—always asking how something can withstand extreme environmental pressure and maintain its integrity over time.



Homeowners are continuing to invest in updating their front porches. These exterior facelifts can offer a peek at the design and personality of the home behind the front door.

First Impressions



65%

of new construction homes include porches. A number that has been increasing in recent years.



39

If a home had a face, it would be the front porch.

Then again, a porch is more than a pretty face. It's a welcome spot for neighbors, guests, and packages from a recent online purchase. It's where first day of school pictures are taken, jack-o'-lanterns shine bright, wreaths are hung, and sports flags fly. Front porches have always carried importance and now we're seeing them take on greater importance, a place where homeowners can retreat, relax, and rejuvenate—until their package arrives.

Stylistically, a porch can be formal or comfortable, easy and neutral, or bold and transformative, showcasing the design and personality of the homeowners inside.



Woodgrain Without the Work

1. BLACK AND WHITE DONE RIGHT

Black and white color trends continue for the front of the home. With dramatic combinations of white siding with black trim or dark—or even black—siding with white accents, this color palette is not going away. This can also carry over to the front door, using a dark wood stain or jet black paint to create a moody accent.

2. WOOD YOU LOOK AT THAT?

Incorporating wood on the front porch adds warmth, style, and an upscale look. Whether it's a wood furniture set, wood front door, wood entryway siding, or the porch ceiling, the natural inspiration that comes from a wood design can't be matched.

Wood offers a rich, warm and unique tone, but many homeowners shy away from wood due to the upkeep and maintenance. That's why many customers are looking for alternative materials that offer the look without the work. Vesta Steel Siding® from Quality Edge offers a patented and unique design that has six different woodgrains and multiple tones to create the look of wood without the hassle.



Front porches can improve the energy efficiency of your home. With the constant opening and closing of front doors, porches help heat from escaping.





For many siding materials, natural growth nearby is ripe for mold and mildew. Products that don't encourage growth, like TruCedar® and Vesta Steel Siding®, are preferred options.



3. SUPER NATURAL

From plants, flowers, and even small trees, homeowners are adding natural elements to carry their landscape through to their front porch—utilizing beams, railings, and pots to add color and greenery. Couple that with a clean siding option, wood accents done in steel to reduce any required maintenance and a bold or window-rich front door, the home becomes less of a standalone in nature and more of a natural extension of the landscape surrounding it.

4. RUSTIC THROWBACK

While modern styles continue in popularity, many homeowners are looking to create a more rustic nod to the past. Whether bringing in the style through doors, furniture, or using a dark wood look for siding, the textures and visual interest creates an old-fashioned feel of the days where families spent hours sitting, entertaining, and relaxing on their front porch.



According to tradition, a homeowner would paint their door red to signify paying off their mortgage in full.



Add a splash of color with vibrant plants or by painting the front door an eye-catching color.

EMILY MCALLISTER, KELLER WILLIAMS

Ready to Revamp Your Exterior?

According to Emily McAllister, Realtor with Keller Williams, minor updates to exterior spaces will add value to your home and help with resale. "Updated landscaping will draw in buyers before they even walk through the door. Keep your shrubs, trees, and grass trimmed and tidy. Add a splash of color with vibrant plants or by painting the front door an eye-catching color. Consider a focal point like a flagstone walkway or a water feature."



THE PORCH CONTINUES INSIDE

No matter the porch's style, designers can embrace its color palette and carry it through the home. Whether it's more muted tones, a black and white look, or bright colors with natural wood accents, the front porch and entry into the home are not separate elements. They're the first step into the overall design of the home.

By thinking about these palettes as a coordinated effort, design familiarity and continuity carries throughout the space. A bold front door color finds its way to an accent pillow on a sofa. The rich look of wood on a porch ceiling could carry through into the entryway ceiling. Thinking about these elements as continuous and not separate can create an upscale look to the home and create an impression that tells the story of the homeowner—leaving a lasting impression.



Thinking about these elements as continuous and not separate can create an upscale look to the home.



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⁴ <https://eyeonhousing.org/2021/09/share-of-new-homes-with-porches-back-over-65-percent-2>

⁵ <https://www.emeraldhomeimprovements.co.uk/porches/should-i-add-a-porch-to-my-home>

All across the country, exterior design trends continue popping up in new homes and remodel projects. Here are nine trends we expect to last.

Now Trending

1. Modern Architecture Everywhere
2. Sustainable Choices
3. Embracing the Industrial
4. Make the Outdoors Even Greater
5. Naturally Inspired Materials
6. Dramatic Flair
7. Keep it Neutral
8. Warm it Up
9. Tonal Texture

Modern Architecture Everywhere



In the past, modern homes were few and far between, found in select cities or coastal regions with individuals earning a higher average income. Today, homeowners everywhere are embracing modern design, incorporating flat roofs, sharp corners, and full-length windows. In fact, most builders and architects now have a modern layout and design available in their portfolio. And while many people still seek out traditional homes, interest in modern or mid-century modern homes continues to grow in every major market across the country.

Sustainable Choices

Sustainability continues to be a priority for homeowners, with nearly 60% of home buyers requesting sustainable options according to *Builder Magazine*. Materials like steel or aluminum that are made with large percentages of recycled components—without sacrificing strength and color—top the list. In fact, according to Fixr research, 60% of homeowners requesting sustainable solutions want high recycled content in the products. That's a trend we'll happily get behind.



TruCedar® Steel Siding
in Foothill Blue



Embracing the Industrial

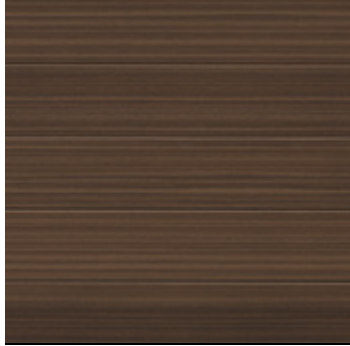
Industrial design has been growing for the last several decades and shows little signs of slowing down. The style continues to evolve as people find new ways of purposing—or repurposing—raw materials. Industrially inspired homes check a few different boxes. First, they incorporate darker colors, coordinated with elements of wood or wood-inspired materials to add depth and warmth. Second, these designs provide a more modern look that may have slope roofs or thicker fascia boards to create a substantial roof look. Third, these homes bring in new materials, including metal roofing and siding, providing strength, durability, and longevity.

Make the Outdoors Even Greater

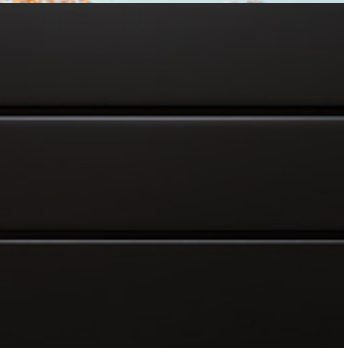
The boom of outdoor living spaces spiked over the last three years, and that trend continues into 2023. Over 75% of homeowners recently made outdoor upgrades in the front or back of the home—including outdoor kitchens, patios, and living-room-style spaces. By expanding decking and the space beneath the deck or large front porches, outdoor living spaces create the perception of extending the square footage of the home. And who doesn't want that?

Sit Back
and Relax

According to Fixr, 80% of people use outdoor spaces to gather with friends and family, 61% for relaxation, and 46% for playing with kids.



Vesta Steel Siding®
in Aged Walnut



TruVent® Hidden Vent Soffit
in Black

Naturally Inspired Materials

Is it a modern home in an Atlanta neighborhood or a home nestled in the mountains of Montana? It's anyone's guess, as homeowners continue to look toward natural or naturally inspired materials to incorporate into their home exteriors. There are many pro-and-con lists for using natural wood, which is why options like steel continue to increase in popularity. Many homeowners don't want the stress, cost, or maintenance of real wood and look to alternatives like naturally-inspired steel siding that provides the undeniable appearance of wood without all the upkeep.

Dramatic Flair

More homeowners who want to call out architectural details, like doors and windows, are utilizing black trim to frame those elements—just like you'd frame a picture. The growth in black trim is not limited to the modern farmhouse white siding, black trim aesthetic. It's also popular on darker or wood-sided homes for a nice blending between the siding and the roof. Because of black trim's flexibility with multiple styles of homes, the growth in this trim color is likely here to stay. The challenge with dark, black trim on some materials is color maintenance. While vinyl or painted wood can fade over time, Vesta Steel Siding® and coordinating TruVent® Hidden Vent Soffit and fascia from Quality Edge is resistant to sun, rain, and other elements. Ensuring the product choice has a finish that protects against fading is key to maintaining the dark color over time.



Vesta Steel Siding®
in Coal

Keep it Neutral



Colors come, go, and evolve over time. Gray is no different. From light to dark, gray continues to shift and change, remaining current and trendy. As a versatile neutral, gray siding works with countless other colors and materials to create a modern or traditional aesthetic. As the dark, rich color trends continue, deeper gray tones—like Ironstone—are a popular and safer choice compared with black. But don't forget about the mid-gray tone of colors like Pewter that add warmth and a hint of darkness without the stark nature of a near-black gray. Lighter grays can also serve as a contrast to darker or warmer tones. And when done well, gray can stand all on its own.



Warm it Up

In contrast with the stark black and white colors we've observed in the last few years, we're seeing a strong return of warm, rich earth tones—including warm browns, dark blues and greens, and dark woodgrains. Brown tones provide comfort and style for the current owners, and are also one of the top resale colors, holding value due to their inviting nature. In fact, a study by Zillow concluded that darker homes—including dark earthy tones—could yield \$10,000 more in sale price than a lighter or muted color.



TruCedar® Steel Siding
in English Saddle



Vesta Steel Siding®
in Fawn



Finding Your Style

By blending multiple trends, finding inspiration online, or bringing in a designer to help, homeowners have countless options to create a unique and memorable look for their exterior.

Tonal Texture

While using multiple colors is a great way to create contrast on an exterior, another highly effective way is combining different textures of the same color, which is growing in popularity. Building on the trend of earthy tones, homeowners are blending traditional siding, woodgrains or accents, and stone or brick within a single hue that provides a consistent, monochromatic style—for an upscale look that feels completely custom.

ON THE COVER



FRONT COVER
Quality Edge® Vesta Steel Siding®
in White
Photography: Mitch Ranger



INSIDE COVER
Quality Edge® Vesta Steel Siding®
in White
Photography: Mitch Ranger



BACK COVER
Quality Edge® TruCedar® Siding
in Cider Mill

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EDITOR'S LETTER



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in Ironstone

SUSTAINABILITY
IN A MATERIAL WORLD



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Quality Edge® TruCedar® Siding
in Cider Mill



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Quality Edge® TruCedar® Siding
in Weathered Wood

SPRUCING UP THE PLACE



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Quality Edge® TruCedar® Siding
in Spruce
© Hannah Jansma



20–21
© Hannah Jansma



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© Hannah Jansma



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Quality Edge® TruCedar® Siding
in Spruce
© Hannah Jansma

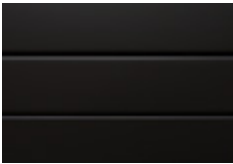


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Quality Edge® TruCedar® Siding
in Spruce
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Quality Edge® TruCedar® Siding
in Spruce
© Hannah Jansma

THE AGE OF ALUMINUM



28
Quality Edge® TruVent®
Hidden Vent Soffit in Black

PERFORMANCE YOU
JUST CAN'T PASS



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FIRST IMPRESSIONS



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Quality Edge® Vesta Steel Siding®
in Dark Espresso



38–39
Quality Edge® TruCedar® Siding
in White



40
Quality Edge® TruCedar® Siding
in White



41
Quality Edge® TruCedar® Siding
in Ironstone



43
Quality Edge® TruCedar® Siding
in White



44
Quality Edge® TruCedar® Siding
in Cottage Red



45
Quality Edge® TruCedar® Siding
in Napa Vine | Fascia, Soffit and
Trim in Norwood



47
Quality Edge® TruCedar® Siding
in Ironstone and Weathered
Wood – Shake

NOW TRENDING



50–51
Quality Edge® Vesta Steel Siding®
in Gilded Grain and Midnight Blue



52
Quality Edge® Vesta Steel Siding®
in Ironstone | TruCedar® Siding in
Bennington Beige



53
Quality Edge® Vesta Steel Siding®
in Ironstone | TruCedar® Siding
in Bennington Beige | TruLine®
Center Vent Soffit in Black



54
Quality Edge® Vesta Steel Siding®
in Gilded Grain
© Gowler Homes



55
Quality Edge® Vesta Steel Siding®
in Gilded Grain
© Gowler Homes



56–57
Quality Edge® Inside Out
Underdecking in Medium Teak



58
Quality Edge® Vesta Steel Siding®
in Aged Walnut



58–59
Quality Edge® Vesta Steel Siding®
in Gilded Grain | TruCedar® Siding
in White



59
Quality Edge® Vesta Steel Siding®
in Sand Dollar | TruVent® Hidden
Vent Soffit in Black



60
Quality Edge TruCedar® Siding
in Ironstone



61
Quality Edge® Vesta Steel Siding®
in Driftwood



62
Quality Edge® TruCedar® Siding
in English Saddle



62–63
Quality Edge® TruCedar® Siding
in English Saddle and Gray Dusk



63
Quality Edge® TruCedar® Siding
in Ironstone



64–65
Quality Edge TruCedar® Siding
in Ironstone and Weathered
Wood – Shake

