Owens Corning Names “Pacific Wave” 2020 Shingle Color of the Year

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TOLEDO, Ohio--(BUSINESS WIRE)--Owens Corning (NYSE: OC) announces Pacific Wave as the 2020 Shingle Color of the Year. Pacific Wave is part of the Owens Corning® TruDefinition® Duration® Designer Colors Collection. The proprietary shingle collection integrates unique combinations of saturated colors for a rich, high-contrast dimensional effect bringing depth and style to the home’s roof.

“Pacific Wave is a color that people unexpectedly fall in love with,” said Sue Burkett, Owens Corning Roofing Strategic Marketing Manager. “Blue is a calming and serene color; yet it’s also strong and powerful. Many people who love blue hesitate to use it as a roof color choice, but they soon discover how exciting and versatile Pacific Wave is with a wide range of architecture and style. It’s a surprise and delight when they see all of the possibilities Pacific Wave brings to a home’s exterior.”

Disrupting conventional approaches to blue and gray shingles, Pacific Wave was inspired by the deep, powerful and constantly shifting hues of the ocean. Pale blue mixed with dark and light gray granules add dimension that can achieve a relaxed, coastal vibe or a strong, stately look. Pacific Wave elevates standard gray shingles to a whole new level.

“Pacific Wave was chosen based on its versatility and how it complements present and emerging housing and interior trends,” Burkett added. “Whether topping off a cozy ranch in the Pacific Northwest, a modern farmhouse in the Midwest or the stately elegance of a brick colonial home in the South, Pacific Wave brings curb appeal and style to America’s home exteriors.”

To celebrate the announcement of Pacific Wave, Owens Corning Roofing is adding three new style boards featuring Pacific Wave as the central design element. Meant to inspire homeowners’ exterior color decisions, the new boards along with 30 other style boards, can be found at www.shinglecoloroftheyear.com [3].

Homeowners can explore other “design and inspire” tools on the site. New in 2020, Owens Corning will introduce a design partner, Chad Esslinger, to share exterior design insights via online tips, blog posts and a curated mood board.

“The addition of a nationally recognized design personality using color in daily practice is a new resource that will help homeowners explore possibilities and make a personal style statement. We are excited about introducing this element soon,” says Burkett.

The Shingle Color of the Year initiative recognizes and engages women influencers in roofing decisions. Owens Corning earned the Women's Choice Award [4]® as America’s most recommended roofing products for the second consecutive year.

Pacific Wave becomes the fourth Owens Corning® Shingle Color of the Year following Black Sable in 2019, Sand Dune in 2018 and Sedona Canyon in 2017. It is commercially available nationwide now. More information can be found at www.shinglecoloroftheyear.com [3].

About Owens Corning:

Owens Corning is a global leader in insulation, roofing, and fiberglass composite materials. Its insulation products conserve energy and improve acoustics, fire resistance, and air quality in the spaces where people live, work, and play. Its roofing products and systems enhance curb appeal and protect homes and commercial buildings alike. Its fiberglass composites make thousands of products lighter, stronger, and more durable. Owens Corning provides innovative products and solutions that deliver a material difference to its customers and, ultimately, make the world a better place. The business is global in scope, with operations in 33 countries. It is also human in scale, with 20,000 employees cultivating local and longstanding relationships with customers. Based in Toledo, Ohio, USA, the company posted 2018 sales of $7.1 billion. Founded in 1938, it has been a Fortune 500® company for 65 consecutive years. For more information, please visit www.owenscorning.com [5].
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