



NEWS

Pella® Windows & Doors

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New home trends help kick-start home improvement projects

— *Homeowners eager to express unique styles, personality* —

PELLA, Iowa — Whether they're sprucing up for entertaining or readying their home for the real estate market, many homeowners are ready to tackle home improvement projects that express their personal style and reflect their unique interests.

A hot 2012 consumer trend is "fingerprinting" — what trend-watcher Iconoculture® (www.Iconoculture.com) calls "the search for and articulation of one's unique identity." Stemming from a "backlash against sameness," this trend reflects homeowners' need to express their unique style and identity through the items they purchase.

"Fingerprinting is the opportunity to define your personality by your unique portfolio of personal 'stuff,'" reports Iconoculture. "This collection of personal choices is a means of expression, a voice telling the world who you are. But even as we demand to stand out, we want at the same time to fit in with our family, peer group and community."

Fingerprint your windows or doors

[Pella® Windows and Doors](#) offers consumers the ability to design and personalize their new windows or doors using online design tools at www.pella.com. Aspiring designers can choose their finishes, hardware, frame colors, decorative glass, optional sidelights and transoms for doors, between-the-glass window fashions and many other stylish choices.

"Windows and doors are interior and exterior focal points that can leave a lasting impression," said Kathy Krafska Harkema, Pella spokesperson. "Whether you're expressing your passion for the Craftsman style, your commitment to sticking to your budget and helping the environment by choosing energy-efficient products, or your longtime love of a certain color, Pella can help you reflect your unique style with new windows and doors for your home."

Energize your entryway

Weekend projects, like installing a new front door to welcome guests to holiday dinners, graduations and get-togethers, can transform an entryway.

Renovators could consider installing a 36-in. wide entry door to add more room to maneuver. Whether they're carrying a baby or a bag of groceries, or need extra space

for a wheelchair or walker, wider entry doors are ideal for nearly any home — especially multigenerational ones.

Today's hottest entry door trends revolve around styles, materials and performance.

“The Craftsman style remains a popular choice for entry doors,” said Steve Brenizer, product marketing manager for Pella. “Rustic door styles with hinge straps and clavos that create a distinctive look are also standouts. And customizing with decorative glass to let in natural light without sacrificing privacy, or adding decorative grilles are also sought-after style options.”

Fiberglass is in

When it comes to exterior doors, fiberglass is surging in popularity, Brenizer said. “Fiberglass entry doors look like an authentic wood door, but without the ongoing maintenance needs of wood,” he said. “Plus, fiberglass offers exceptional energy efficiency, weather resistance and outstanding durability to resist dents and dings.”

[New fiberglass Pella entry doors](#) push industry performance standards to new levels. Their dual-seal technology provides two layers of protection to help block out the damaging effects of extreme wind and rain.

“With entry doors, performance really matters,” Brenizer said. “Pella is redefining industry standards with fiberglass doors that also are very customizable. We offer many prefinished options, including 27 exterior clad colors, six wood stain colors and 10 paint options, as well as custom colors, so consumers can design a door that truly reflects their home's style.”

About Pella

Pella Corporation is a leader in designing, testing, manufacturing and installing quality windows and doors for new construction, remodeling and replacement applications.

As a family-owned and professionally managed privately-held company, Pella is known for its 87-year history of making innovative products, providing quality service and delivering on customer satisfaction. Headquartered in Pella, Iowa, the company is committed to incorporating new technologies, increasing productivity and practicing environmental stewardship to create satisfied customers.

Pella manufactures quality windows, patio doors and entry door systems sold through a Direct Sales Network operating Pella Window & Door Showrooms across the United States and Canada and select building materials retailers, including Lowe's®. For more information, call 888-847-3552 or visit pella.com. Follow Pella on [Twitter.com @Pella_News](https://twitter.com/Pella_News), on Facebook at facebook.com/pellawindowsanddoors and on YouTube at youtube.com/pellawindowsanddoors.

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