



What's Popular in Windows and Doors in 2021

By the ABC Supply Pro Council

Selecting new construction and replacement windows and doors can be a big decision for homeowners. The decision is often made early in a building or remodeling project when windows and doors need to be custom to a home. This makes choosing the right options crucial.

COVID-19 has made choosing the right door and windows even more challenging. The pandemic has caused production delays, so it can take longer than usual to receive some products. Before discussing doors and windows with your customers, talk to your supplier to find out what's available and current lead times. Delayed production also means it's more important than ever to measure carefully — it can take even longer to receive new products if you place an incorrect order.

We asked the Pro Council what trends they're seeing for new construction and replacement windows and doors. Here's what's popular as we begin a new year.

1. White Windows Reclaim Their Spot as Most Popular Color

Frames in dark colors, like black and bronze, have been one of the biggest window trends over the last couple of years. Homeowners loved that dark-colored frames added contrast to their home.

While homeowners are still choosing dark windows, the Pro Council is still seeing homeowners turn to white-framed windows. Windows with white frames have a clean, classic look. Plus, they're often cheaper than black-framed windows. Homeowners who want their windows to stand out can add contrast to homes that use trendy dark-colored siding.

2. Impact Resistance Remains Important

A key concern for people who live in coastal areas is keeping their homes safe during hurricanes and tropical storms. Code requirements often state that homeowners need impact-resistant windows when building or remodeling. Impact-resistant windows offer extra storm protection for a home.

Even outside of coastal areas, impact-resistant windows are popular. They can reduce the damage caused by high winds and tornadoes too. Impact-resistant windows are also a great security measure. Thieves cannot easily break this specialty glass and enter a home or business.

3. Homeowners Continue to Value Energy-Efficient Options

Energy-efficient window options have been on the rise for years. They're a great option for upgrading existing windows when limited by window-opening size.

Energy-efficient windows can yield savings for homeowners over time — such as reducing heating and cooling costs — even if they cost more up front. New energy-efficient windows can often increase a home's resale value. Help your customers decide if energy-efficient windows are right for them by talking through these factors.

4. Design Drives Door Decisions

Design often drives decisions about front doors, unlike other materials where price is often the deciding factor. Homeowners see their front door as a statement piece. The Pro Council regularly receives custom door orders as homeowners spend more to get exactly what they want in a front door.

Fiberglass and wood are both popular door materials and are made in a spectrum of colors and stains. Homeowners are increasingly selecting doors that have windows to let in light and add an element of style.

Homeowners may be interested in playing with different colors, materials and styles when selecting a door. Ask your customers if they want a statement door or one that blends in. It's also helpful to know if



a home will be subject to the rules of a homeowners association (HOA). An HOA may have color restrictions for doors and other materials. The more you know, the more you'll be able to guide your customers when making decisions about siding and roofing that will play off their door selection.

ABC Supply Is Your Door and Window Supplier

ABC Supply is a great resource when helping homeowners choose doors and windows. We carry a large selection of brands, and our expert associates can help find options that fit your customers' needs. Contact your local branch for more information about the products it carries.

Visual rendering software like Pictureit can be helpful when choosing doors and windows too. Contractors can upload a house photo and see how it would look with different types of windows or doors.

ABC Supply associates can point you toward resources that will help if you're unsure how to install a particular window or door. Check out the manufacturer's website or YouTube page for the best information and tutorials on a specific window product.

Be sure to check out the ABC Supply blog for more tips on the latest trends in building materials, like siding and roofing.



The ABC Supply Pro Council consists of experienced associates from across the U.S. Its aim is to provide contractors nationwide with industry advice and insights to help them seize opportunities and overcome challenges they face as they manage successful businesses. Contractors can visit ABC Supply's blog for additional tips and resources from the Pro Council.