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ASCEND® Composite Cladding Names Harbor Blue Its 2027 Color of the Year

Selected based on design research, Harbor Blue reflects a shift toward more personal exteriors and offers pros a versatile option for a range of home styles.

CUYAHOGA FALLS, Ohio – Oct. 26, 2026 – [Associated Materials Innovations \(AMI\)](#) today announced Harbor Blue as the [ASCEND® Composite Cladding 2027 Color of the Year](#), informed by research examining the colors, profiles, architectural styles, and decision factors shaping exterior remodeling. The announcement coincides with the release of the ASCEND® 2027 Exterior Trends Report, which draws on insights from nearly 2,000 U.S. homeowners and building and remodeling professionals, along with real-world ASCEND Visualizer behavior, into practical guidance for the year ahead.

The research points to a growing interest: homeowners want more warmth, natural influence, and personality, but not at the expense of durability, low maintenance, or confidence in a major home investment. Blue led all exterior color families in the survey, chosen by nearly one in four homeowners. When asked which ASCEND color they would choose for a dream-home exterior in the next two to three years, Harbor Blue ranked No. 1.

Nature-Inspired Living and Warm Organic Modern emerged as the strongest influences among homeowners and professionals, while layered materials, personalized curb appeal, resilience, and long-term investment thinking also shaped the outlook. The report also found that traditional horizontal siding profiles were a preferred style among respondents, even as vertical applications such as Board & Batten can add contrast and architectural depth.

“Homeowners are telling us they want exteriors with more character, but they still want choices that feel livable and lasting,” said Jess Matisz, Vice President, Marketing, Associated Materials Innovations. “Harbor Blue captures that balance. It brings meaningful color to the exterior without feeling limiting, and it gives remodelers a versatile starting point they can adapt to different home styles, profiles, materials, and regions.”

ASCEND also developed four research-informed regional expressions around Harbor Blue. Each palette pairs the 2027 Color of the Year with complimentary colors and design influences that reflect regional preferences, architectural character, and the broader exterior trends identified in the research.

- **Northeast – Classic Sophistication:** Harbor Blue pairs with Sterling Gray and Almond for a polished palette that complements the Northeast’s preference for classic, traditional

architecture. The mix balances rich colors with softened neutrals for an exterior that feels established, timeless, and updated.

- **Midwest – Grounded Depth:** Harbor Blue, Charcoal Smoke, and Almond create a more layered, grounded expression suited to Craftsman-style and other character-rich homes. Deeper contrast and warm neutrals bring dimension to the exterior while keeping the overall look approachable.
- **South – Light Warmth:** Harbor Blue is balanced by Almond and Monterey Sand to create a lighter interpretation designed for bright, sun-filled environments. The palette complements the South's mix of traditional and coastal influences while bringing color to the exterior without making it feel heavy.
- **West – Organic Modern:** Harbor Blue combines with Ageless Slate and Monterey Sand for a modern, nature-connected palette inspired by the West's affinity for Organic Modern design. Mineral neutrals and warm earth tones give the blue an architectural quality that complements clean lines and natural materials.

Harbor Blue is available across ASCEND's profile and texture options, giving pros flexibility to carry the color across different architectural expressions and create a cohesive premium exterior. ASCEND offers 5-inch Plank, 7-inch Plank, and 12-inch Board & Batten profiles, Cedar Mill Grain and Matte texture options, and coordinated accessories designed to help bring the complete exterior together.

"A premium exterior has to work from every angle, from the way a homeowner experiences the finished design to the way a crew gets the project done," Matisz said. "Our goal with this research is to give Pros more than inspiration. We want to give them useful insight, stronger customer conversation tools, and a cladding system that helps them confidently sell and deliver the complete exterior."

To explore the ASCEND® 2027 Exterior Trends Report or see Harbor Blue and its regional palettes, visit ascendcompositedcladding.com/2027-color-of-the-year.

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Backed by a proven, expert-led sales structure, Associated Materials Innovations (AMI) delivers personalized support and real-world solutions that help window and siding professionals grow their businesses. With industry-trusted brands like ASCEND®, Preservation®, Alpine, and Gentek® U.S., plus advanced tools and technology, AMI simplifies the process, reduces friction, and drives better outcomes from order to install. Build your advantage at associatedmaterialsinnovations.com.

About Associated Materials, LLC

Associated Materials, LLC, is a leader in the building products industry with a focus on quality, innovation, and customer success through its three businesses: Associated Materials Innovations, Alside®, and Gentek® Building Products. With a combined revenue of \$1.7 billion, these businesses are market leaders in windows; cladding and trim in vinyl, composite, and metal; and other essential building products for residential, light commercial, and multifamily projects. Our commitment to operational excellence drives growth for our customers. Learn more at www.associatedmaterials.com.