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Schlage® Survey Reveals Builder, Remodeler Design Inspirations, Style Trends
New Survey Findings Highlight Builder, Remodeler Impact on Design, Style Choices for Remodeling Projects

CARMEL, Ind. (Oct. 6, 2015) – [Schlage®](#), a brand of Allegion plc that has created the most stylish and durable door hardware in a range of unique design and finish combinations for more than 95 years, has announced the findings of a nationwide survey conducted in partnership with [Hanley Wood](#), revealing current builder and remodeler style trends, design inspirations and the impact of their design and style choices on remodeling projects for their clients.

“As personal styles continue to evolve, consumers can feel confident that Schlage’s stylish door hardware offerings are a great way to bring a home’s unique style together,” said Steve Down, Allegion residential leader. “Builders and remodelers are responding to consumer refurbishing preferences by offering options in a variety of different ways—whether with large projects such as a kitchen remodel, or smaller projects including updating fixtures and door hardware—that allow homeowners to easily impact or update the look and feel of their home to reflect current trends and preferences.”

Schlage commissioned a survey* in August 2015 that was conducted online by Hanley Wood, a premier information, media, event and strategic marketing services company serving the residential and commercial design and construction industries. Conducted among professional home builders and remodelers, the survey found that:

- Nearly half of builders and remodelers (41 percent) noted that updating the interior design of the home is the most common reason for undertaking remodeling projects. Additionally, minor kitchen and bath remodels as well as updating fixtures or hardware and the style of the home were also noted as some of the most common reasons for remodeling.
- When builders and remodelers were asked to rank their top design styles in order of preference, the highest ranking (with 41 percent of respondents) noted they are most likely to recommend traditional design styles to their clients based on current trends, followed by contemporary, eclectic and rustic design styles.
- There was nearly an even split between builders and remodelers who provide significant design direction for their projects versus those where the design direction comes from the homeowner (44 percent and 40 percent, respectively), highlighting the impact that a significant amount of builders and remodelers have on the design process.
- Two-thirds (66 percent) of builders and remodelers find the majority of their design inspiration from catalogues and magazines, while three out of five responded they found most of their inspiration comes from professional industry publications.

- More than half (54 percent) of builders and remodelers responded that paint colors add the most design impact to a home, followed by light fixtures, a significant design feature that is often complemented by door hardware in the home.

A style and technology leader in door hardware, Schlage is committed to driving the category by shifting consumer perception of door hardware, bringing it to the forefront as an accessory that can complete or enhance the look of any room. Schlage offers thousands of door hardware combinations, designed to provide consumers with the confidence to use door hardware to reflect their personal style in the home, combining traditional, transitional and contemporary styles to fit each home's unique aesthetic.

Schlage's decorative hardware—including the recently released **Northbrook™ Lever**, **Upland™ Trim** and **Collins™ Style Deadbolt**—are the accents that design and construction professionals prefer, because they fit a homeowner's style and stand the test of time.

- The **Northbrook™ Lever** is imaginative and sophisticated, offering a new view on minimalist design.
- The **Upland™ Trim** offers a fresh take on simplistic design by focusing on the beauty of its contemporary shape alone.
- The strong lines and square shape of the **Collins™ Style Deadbolt** embody refined elegance and provide a distinct minimalist appeal.
- These products join the recently launched **Sacramento™ Lever**, **Bowery™ Knob**, and **Greystone™ Trim** designs, each featuring sleek design finishes.

Schlage's extensive range of finishes—including the new **Satin Brass** and **Polished Nickel** finishes—complements a variety of design styles and can fit seamlessly with pre-existing fixtures. **Satin Brass** is quickly becoming a popular choice for the home as a modern upgrade to Bright Brass with subtle hints of gold, offering the perfect amount of understated style. **Polished Nickel** is a glamorous designer finish that adapts to blend into nearly any décor without being overlooked. The **Satin Brass** and **Polished Nickel** finishes join Schlage's existing finish offerings including Matte Black, Aged Bronze, Satin Nickel, Satin Chrome, Bright Chrome and Bright Brass.

Schlage door hardware, priced from \$35.99, is available online and in select stores nationally, making it a simple and cost-effective way to freshen up a home for less than \$500.

For more information about Schlage, please visit www.schlage.com or contact Jessica Weeg at Weeg@havasformula.com.

***Survey Methodology**

This survey was conducted online within the U.S. by Hanley Wood on behalf of Schlage from Aug. 4-11, 2015, securing more than 100 responses. Results of any sample are subject to sampling variation. For complete survey methodology, please contact Jessica Weeg at Weeg@havasformula.com.

About Allegion™

Allegion (NYSE: ALLE) is a global pioneer in safety and security, with leading brands like CISA®, Interflex®, LCN®, Schlage® and Von Duprin®. Focusing on security around the door and adjacent

areas, Allegion produces a range of solutions for homes, businesses, schools and other institutions. Allegion is a \$2 billion company, with products sold in almost 130 countries.

For more, visit www.allegion.com.

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