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Schlage® Survey Reveals DIY Home Trends, Attitudes from Today's Homeowners

CARMEL, Ind. (June 17, 2015) – [Schlage®](#), a brand of Allegion plc that has created the most durable door hardware in a range of unique style combinations for more than 95 years, has announced the findings of a nationwide survey revealing that style and design upgrades—such as door hardware—are a major component for homeowners completing a DIY project.

During the summer months, homeowners invest in DIY projects ranging from large-scale upgrades like exterior painting, kitchen remodeling, and flooring updates, to smaller projects like changing light fixtures or replacing the front door. Details and finishing touches have a crucial impact on these projects, and with Schlage's three step out-of-the-box installation, upgrading interior and exterior door hardware is an easy, DIY weekend project and one of the most cost-effective ways one could update a home's aesthetic for under \$500.

“As décor and design trends change, Schlage recognizes that consumers are always looking for new ways to express themselves through their home's unique style without sacrificing quality,” said Steve Down, Allegion residential leader. “It's the smaller details and finishing touches that bring a home's style together. Schlage's suite of styles and finishes mirror taste preferences for homeowners looking to make bold, discerning statements.”

The survey, conducted by leading third-party research firm [Kelton Global](#), polled a nationally representative sample of more than 1,000 American homeowners ages 25 and older*. It revealed that **homeowners are in the market for doors and door hardware that bridge style and tradition as well as complement their personal taste:**

- Almost half of homeowners (46 percent) feel it's important to ensure that their door hardware is stylish, and 43 percent of homeowners believe the doors themselves need to feel stylish.
- Looks clearly matter when it comes to door hardware, with 55 percent of homeowners agreeing that style or design would most likely impact their decision after cost.
- Traditional styles are still preferred by 50 percent of homeowners as opposed to transitional styles (27 percent) or contemporary styles (24 percent).
- Mirroring the traditional style aesthetic, aged bronze topped the list of preferred finishes at 56 percent, followed by antique brass (54 percent) and polished nickel (51 percent).

Schlage® Style, Where It Matters Most

As a style and technology leader in door hardware, Schlage is committed to driving the category by shifting consumer perception of door hardware and bringing it to the forefront as an accessory that can complete or enhance the look of any room. Schlage offers thousands of timeless door hardware

combinations with unique designs and finishes that also combine traditional, transitional and contemporary styles to fit each home's unique aesthetic.

Schlage's extensive range of stylish designs and finishes—including the recently released **Satin Brass** and **Polished Nickel** finishes—reflect current trends and complement each homeowner's unique taste preferences. **Satin Brass** is quickly becoming one of the most popular choices 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.

Starting June 15, Schlage is hosting a [Re-Treat Your Retreat](#) sweepstakes on Schlage.com offering weekly giveaways and a complete bathroom makeover grand prize for one lucky winner. The winner will receive a House of Locks in one of Schlage's new finishes, **Satin Brass** or **Polished Nickel**, to outfit their entire home as well as products from [Delta Faucet](#), a \$2,000 [Build.com](#) gift card and a virtual interior design consultation from [Little Green Notebook](#) blogger and interior design expert Jenny Komenda. For more information or to enter the sweepstakes, visit www.schlage.com/retreat?cid=schlage-retreat-pr.

Schlage products, including the new door hardware designs and finish offerings, are available in select stores nationally and online. 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 United States by Kelton Global on behalf of Schlage from May 5-12, 2015, among 1,059 adults ages 25 and older. Results of any sample are subject to sampling variation; in this particular study, the survey results may vary by plus or minus three percentage points. 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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