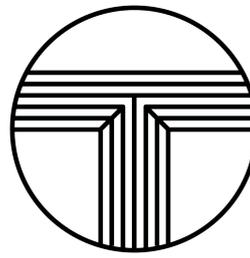


Press Release

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Founder & CEO - TommyTrinder.Com



**TOMMY
TRINDER**

Framepoint Technology®

6 out of 10 windows are white in 2025

The 2025 Annual Colour Trends Survey, from software pioneers Tommy Trinder once again underlines the growing importance of colour; only 62% of windows are white.

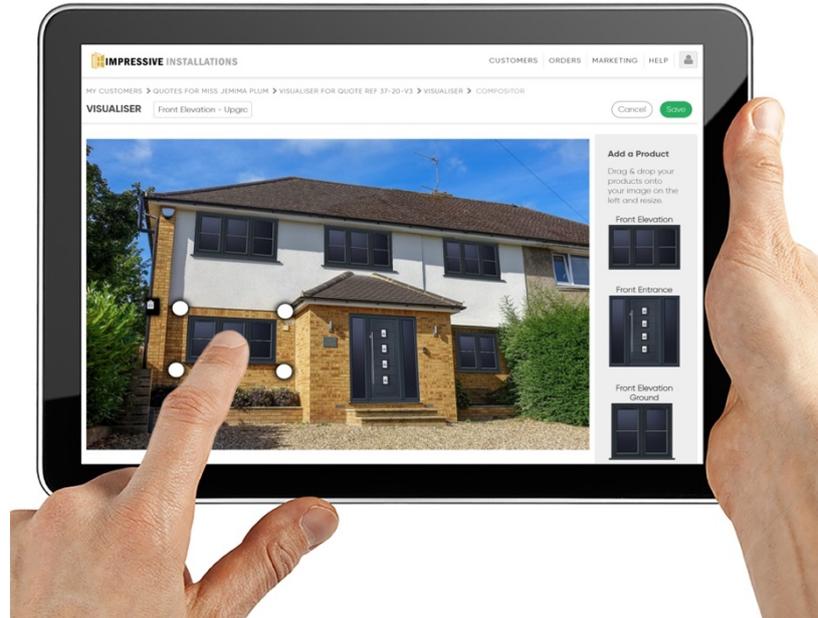


Analysis of 584,000 PVCu casements quoted by around 700 of the country's leading installation firms in 2025, suggests that whilst smooth white continues to dominate, installers are being called upon to offer an increasingly diverse colour palette.

Grey remains the go-to alternative, but with nuance.

Grey, in its many variations, continues to be the most popular alternative. Anthracite remains the standout non-white finish at 10%, reaffirming its position as the modern classic. However, Agate Grey (4%) and a further 4% spread across other grey tones show that demand is now distributed across multiple shades rather than centred on a single option.

Together, greys account for close to one in five PVCu windows quoted - a clear signal that contemporary, muted tones are now firmly embedded in homeowner preferences.



“Homeowners are no longer just choosing ‘grey’,” says Tommy Trinder CEO Chris Brunson. “They’re choosing *which* grey works best for their home - and that nuance is reshaping the market.”

A broader palette gains ground

Beyond grey, the data paints a picture of a market that is increasingly confident with foil finishes. White Grain (4%) continues to appeal to homeowners seeking texture without straying too far from tradition, whilst Black has edged up to 3%, reflecting its growing use in contemporary and designed projects. Cream (2%) retains a foothold, and Chartwell Green (1%) continues to perform steadily as a heritage-inspired option.

Elsewhere, a long tail of niche colours - from subtle greens to bolder statements - each account for small volumes individually but collectively underline just how far the industry has moved beyond a limited standard range.

Woodgrains: selective rather than standard

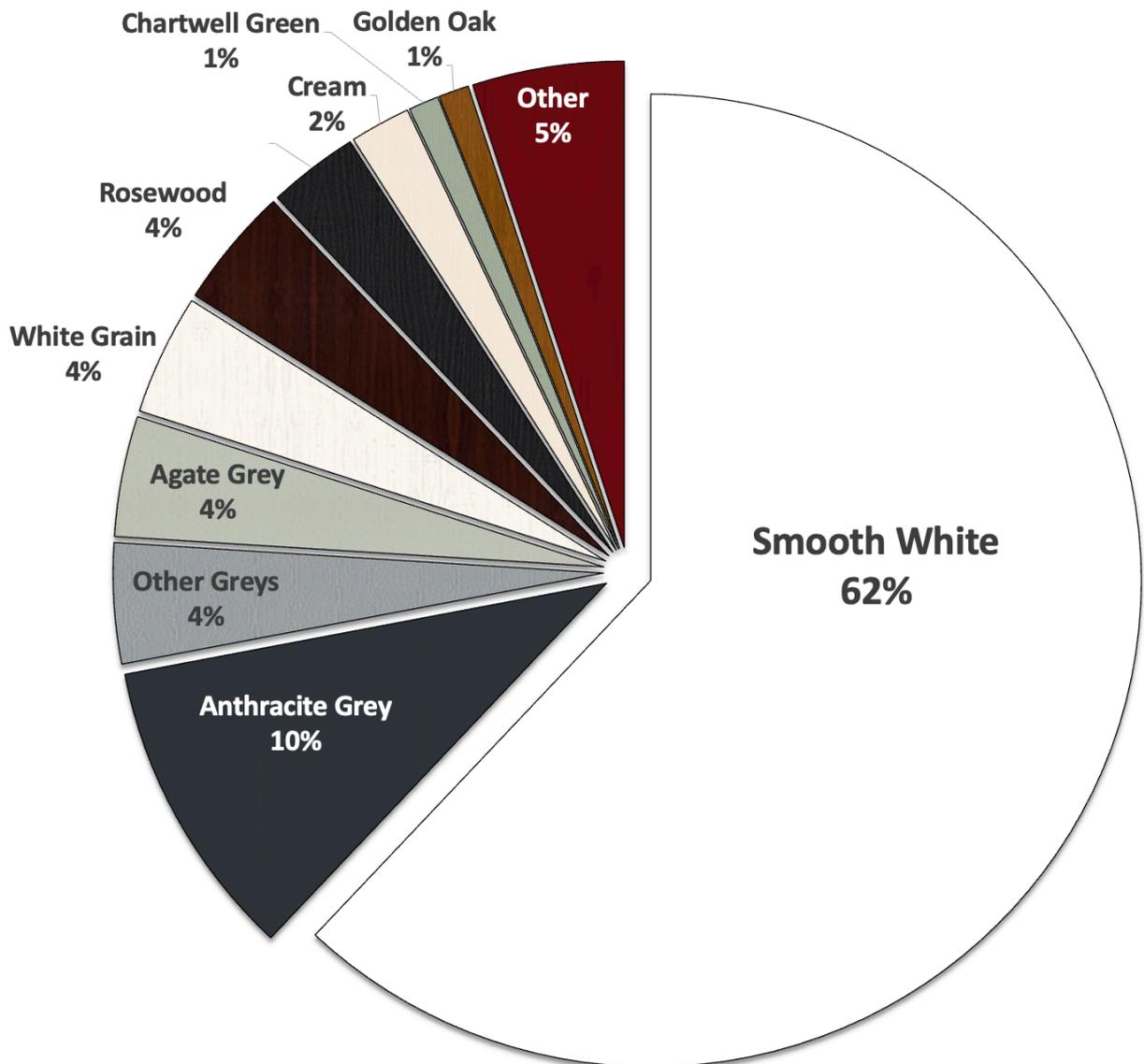
Woodgrains are no longer the default alternative they once were, but they have not disappeared. Rosewood (4%) remains the clear leader, while oak finishes (Golden, Amaranth, English, Irish, Natural, Coriander, Cinnamon etc.) continue to tick upwards in modest but consistent volumes. The absence of once-popular options such as Mahogany reinforces how tastes have evolved towards more natural finishes.

Looking ahead to 2026

So what does the data suggest for the year ahead?

“My money is on continued diversification rather than a single breakout colour,” says Chris. “We’ll see more variations on off-whites and creams, continued strength across multiple greys, and a steady rise in confident accent colours as homeowners become less risk averse.”

What’s clear is that colour is no longer an afterthought. It remains a central part of the sales conversation and a key way for installers to add value, stand out, and sell with confidence.



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Editor notes

TommyTrinder.com Ltd launched Framepoint® to help installers sell with a 'wow'. Designed by installers for installers, it makes it easy to sell all types of windows and doors - regardless of manufacturer and material. With set-up in minutes, the interface is as simple as sketching on a pad. Developed by former installer Chris Brunsdon (now CEO of Tommy Trinder) it puts the fun back into selling windows!

The web-based app makes it easy to display products and see how they look on a house, easy to chop-and-change until the homeowner is happy, and easy to price. It's also quick and simple to get prices from suppliers, create a professional, branded quote, and create orders - without admin headaches.

"Most configurators are designed from the perspective of fabricators to help installers order 'correctly' and lock them in," Chris adds. But, with his installer background and a top technical team, Chris designed Tommy Trinder's Framepoint® technology to focus on helping installers sell and homeowners buy. The app is available on a low-cost monthly subscription and can be cancelled at any time.

To find out more about the platform and its benefits visit the main site www.tommytrinder.com.