



NEWS RELEASE

Owens Corning Announces “Evergreen Mist” as 2026 Shingle Color of the Year

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New vibrant green shingle color helps homeowners make a bold statement

TOLEDO, Ohio--(BUSINESS WIRE)-- Owens Corning (NYSE: OC) today announced the 2026 Shingle Color of the Year: “Evergreen Mist.” As a high-performing building products leader, the company continues to inspire contractors and homeowners by unveiling a brand-new color as part of the Owens Corning TruDefinition® Duration® Designer shingle line. The 2026 Shingle Color of the Year captures the quiet beauty of a mist-covered garden path while delivering bold and distinctive character that complements a variety of home exteriors.

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Expanding and inspiring green color options for home exteriors

Continually curating its TruDefinition® Duration® Designer shingle line, Owens Corning evaluates emerging color trends across a range of home and lifestyle categories. “The roof represents an often-overlooked opportunity to use color as a timeless design element,” said Stephanie Ball, senior marketing manager at Owens Corning. Recognizing the growth of green tones across a vast range of home, garden, and lifestyle categories, Owens Corning created the bold new color and highlighted it as the 2026 Shingle Color of the Year. “Evergreen Mist is a refreshing take on green that is versatile, whether it's perfectly paired with a cream-colored low country farmhouse, a New England cape cod, or a coastal cottage,” Ball noted. Carefully selected style boards and shingle pairings provide homeowners with fresh yet timeless inspiration.

Highlighting the intersection of beauty and performance

As an additional element of the annual Shingle Color of the Year reveal, Owens Corning is spotlighting its ongoing paid partnership with designer and television personality Erin Napier, who is known for her passion for historic homes and her self-proclaimed status as a “roof geek.”

Through a **series of engaging online videos and design resources**, Napier invites homeowners to view their roof as a defining element of curb appeal. Drawing from vintage color combinations and architectural charm, she showcases how the vibrant palette of the TruDefinition® Duration® Designer line can elevate exterior design and create a natural harmony for any home.

“Our partnership with Erin Napier enables Owens Corning to elevate the role a roofing color plays on a home, positioning our brand at the intersection of beauty and performance. By aligning with Erin’s trusted voice and design influence, we’re helping homeowners see the roof as a defining feature of their home and personal expression,” said Ball.

Adding new colors for a Palette of Possibilities™

Owens Corning is also introducing Gray Tweed and Mountain Pine, two additional colors as part of its TruDefinition® Duration® Designer line, a premium collection that offers a vibrant selection of exclusive colors to elevate curb appeal and express a homeowner’s unique style. Combining classic gray with a timeless elegance of textile, Gray Tweed brings a rich, dimensional gray interspersed with flecks of soft browns and black to create quiet sophistication that transforms any home exterior into a haven of warmth and charm. Gray Tweed is replacing Storm Cloud in the TruDefinition® Duration® color portfolio. Storm Cloud will remain regionally available in the Duration FLEX® product line.

Mountain Pine is a new, nature-inspired color also premiering in the TruDefinition® Duration® Designer shingle line. It integrates lush green with earthy tones of brown and gray to capture nature's grandeur, with calming hues to create a connection to nature’s enduring beauty and peaceful strength. All colors in the Owens Corning TruDefinition® shingle portfolio are available with coordinating hip and ridge components to deliver a cohesive look and high-performing roofing system.

“With the introduction of Evergreen Mist, Gray Tweed, and Mountain Pine, we’re not just adding new colors—we’re responding to evolving homeowner preferences and design trends,” said Angie Grosjean, marketing leader at Owens Corning. “These additions reflect our commitment to providing homeowners with choices that elevate curb appeal while delivering trusted performance.”

Trusted to protect

A beautiful shingle must also stand up to the elements. All shingles in the Duration® portfolio come equipped with patented **SureNail® Technology**. Delivering advanced performance on the roof, season after season, the combination of beautiful colors and high quality has played a key role in Owens Corning being recognized with the **Women's Choice Award®** for eight consecutive years. The Women's Choice Award® recognizes Owens Corning as the roofing brand women would highly recommend to family and friends.

Building on a legacy of color leadership

Since introducing the inaugural Shingle Color of the Year in 2017, Owens Corning has highlighted how shingle color can transform a home's roof from a protective covering into a high-performing design element that boosts curb appeal. Remarking on Owens Corning's commitment to color leadership, Grosjean stated, "Color is interwoven into so many aspects of homeowners' lives—from fashion and beauty to appliances and landscaping. With the introduction of Evergreen Mist and two additional colors in the Owens Corning TruDefinition® Duration® Designer line, we are reaffirming our position as a shingle color leader among homeowners."

All three new colors will be available to order on January 1, 2026. More information about the Shingle Color of the Year initiative and design tools to inspire shingle color selection are available at www.shinglecoloroftheyear.com

About Owens Corning

Owens Corning is a building products leader committed to building a sustainable future through material innovation. Our products provide durable, sustainable, energy-efficient solutions that leverage our unique capabilities and market-leading positions to help our customers win and grow. We are global in scope, human in scale with more than 25,000 employees in 31 countries dedicated to generating value for our customers and shareholders and making a difference in the communities where we work and live. Founded in 1938 and based in Toledo, Ohio, USA, Owens Corning posted 2024 sales of \$11.0 billion. For more information, visit www.owenscorning.com.

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Owens Corning Company News

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