



NEWSLETTER

April 2007

What's new?

We have installed a **1800** number for the convenience of our interstate customers. The number is **1800 BLIND 1** or **1800 254631**. Please feel free to use it.

Green fabrics and silver backed fabrics.

There is so much interest in "green" fabrics at the moment that I am starting to think that David Suzuki has become a blind manufacturer. After years of extolling the virtues of PVC coated fibreglass, we are suddenly looking for Treviras and polyesters. Now I think that this is a good idea, but I also think a little homework is needed on some of the newer fabrics. Of course that's our job. We are about to release two "green" screens to the market. Not surprisingly, they are a little more expensive than the current PVC screens. You can expect to see a lot more claims about "green" screens and fabrics in the next few months. No doubt some will be greener than others.

Better Homes and Gardens

We are making a blind for a major segment on Better Homes and Gardens. They are filming the window before and after and also filming in our factory. I will keep you informed about when it will screen. The fabric on one blind is a brand new European fabric that we will introduce shortly and it's stunning. We have a few new releases coming to compliment this range also.

New base bars.

Samples are in the mail. Photo is below. This is becoming our standard. This means that when you order a blind with a anodised base bar in the future, this is what we will supply. See photo below.



New sample set.

This is getting closer. It's a huge job, but it will be a sensational resource when it's finished.

Kevin Bahlmann retires

Many of my clients, but more especially those in Queensland, will know Kevin Bahlmann. I've known Kevin for over 20 years and he has worked for me twice in that time.....more recently during the past 4 years servicing the needs of Queensland and more recently Victoria. He has worked in the window covering industry for 36 years and has made many friends in that time. Kevin retired at the end of March and will travel around Australia and all the other things that recent retirees do. We wish Kevin and Adrill all the best in the future and thank him for all his hard work in the past. We will miss him. We are currently seeking a replacement for Queensland and Victoria. In the meantime Simon Meyer will take responsibility for these two states on top of his other many responsibilities.

New system

We are introducing a higher quality manual blind system to supplement our current range. The new system will give us the ability to span up to 4 metres in manual blinds with 50 and 60mm tubes and heavy duty clutches. These new tubes will also have the ability to accept 40mm motors so an RTS motor in the new system will sell for \$750.00 at retail. Big advantage is that we will also be able to motorise say 3500mm in one span. This new system will also link and incorporates a metal fascia if required. More details soon.

Designex

We will be at Designex, but we will not be exhibiting, just socialising, so give a call and we'd love to catch up with you.

\$10,000.00 giveaway in March.

We had a great response to the \$10,000 giveaway in Home Beautiful. Many people saw it as an add and wanted quotes. Quite interesting. Over 30,000 people entered the competition.

Woven timber revival and new eyelets for front romans.

We have a new oblong eyelet for our roman woven timber. It means we can use our conventional cordlock and also that the cord comes through the front of the blind. It looks great and is very practical.

Contributory advertising.

We are considering offering our retail clients the opportunity to have their name and phone number included in our advertising. Many of you know how well this works so perhaps you might like to register your interest in this.

Green Fleet.

Our vehicle fleet is about to become a green fleet. Via the greenfleet website

<http://www.greenfleet.com.au/greenfleet/objectives.asp>

www.petermeyerblind.com.au

Make this the year you learn about motorisation

New South Wales, ACT & WA Phone: (02) 8762 1900 Fax: (02) 8762 1901 Victoria - Metro Phone: (03) 9736 1917 Fax: (03) 9737 0632
Victoria Country - Agent Phone: 0418 579 579 Fax: (03) 5831 2678 Tasmania - Agent Phone: 0407 877 285 Fax: (03) 6334 6133
Queensland - Phone: (07) 3368 2338 Fax: (07) 3341 2522 South Australia - Agent Phone: (08) 8277 3081 Fax: (08) 8374 0024



NEWSLETTER

April 2007

Greenfleet is a non-profit organisation. Our program provides a simple way to reduce your car's impact on the environment. For \$40 (tax deductible), Greenfleet will plant 17 native trees on your behalf. These trees will help to create a forest, and as they grow will absorb the greenhouse gases that your car produces in one year (based on 4.3 tonnes of CO2 for the average car*). Science shows that 17 mixed species trees will not only absorb a car's greenhouse emissions, but will also help to tackle salinity, improve water quality and provide essential habitat for native species.

New Balls for romans



We have changed the adjusters on the back of our roman blinds. In future they will look like the ones in the photo above. We still hand sew our roman blinds. It's just the way roman blinds should be. The metal back bars are for makers who don't have the necessary skills to sew. Metal back bars are quicker to assemble, but the jury is still out on how long these systems will last and as we give a three year warranty, we want our products to last.

Website

Don't forget our website petermeyerblind.com.au and woodweev.com.au. Newsletters now also appear on the website.

What we do best.

We have based our success on quality and service and we do it well. It's stood us in good stead for many years. We also find the latest fabrics, technology and styles.

Also please note:

Our price list is a retail price list (Showroom Price List) and is **not** your "wholesale" price. While the majority of your staff will already be aware of this, it is important that any new staff be made aware of this point therefore avoiding any overquoting and the potential loss of a sales. We have done our pricelist this way for the past 6 years but we still have the occasional client who misses this important point.

Why our value added rollscreens are better!

This section of our market is getting very competitive and some manufacturers still believe that cheap is best. We take the view that best is best.

Just a few quick points that distinguish our screen blinds from the opposition.

- 1) We ultrasonically cut our edges. This provides a better cut and seal. Our Ultrasonic table also squares fabrics to within 1mm. Almost all our roman blinds have side hems (and you thought everybody did?)
- 2) We use three different roller tube sizes to suit the blind size and at no extra charge. We just use what is best so no bowing blinds! Some manufactures don't know or don't care. This will come back to bite you in about 12 months. Shortly we plan to introduce a 60mm tube for manual blinds. This will do over 3000mm easily and will have spring assist.
- 3) We have the best technology for linking, spring assist and fully enclosed headbox.
- 4) We have all the technical specs and capabilities published on our website and now in our pricelist.
- 5) We can easily motorise after manufacture and provide advice on easy motorisation of our standard system.
- 6) When ordering double blinds on the same window we supply the double brackets at no extra charge.
- 7) When you sell cheap blinds you make less money and customers remember a good job much longer than a cheap price.
- 8) All our blinds are rack tested and inspected before they leave our factory.

Technology is great

For those of you who are not yet receiving this newsletter in email format, please contact us and let us know your email address. We are trying to get everyone onto our email list so we can just email newsletters out. It will save us time, money and also help the environment!

Please FAX this page back to us on 02 8762 1901

Company Names:

Email address or addresses:

www.petermeyerblind.com.au

Make this the year you learn about motorisation

New South Wales, ACT & WA Phone: (02) 8762 1900 Fax: (02) 8762 1901 Victoria - Metro Phone: (03) 9736 1917 Fax: (03) 9737 0632
Victoria Country - Agent Phone: 0418 579 579 Fax: (03) 5831 2678 Tasmania - Agent Phone: 0407 877 285 Fax: (03) 6334 6133
Queensland - Phone: (07) 3368 2338 Fax: (07) 3341 2522 South Australia - Agent Phone: (08) 8277 3081 Fax: (08) 8374 0024