



Newsletter

July 2008

If you want something done, give it to a busy person.

Have you ever heard this expression. Its interesting because I know that our factory always functions better when we are busy, as we are right now. Our factory is humming and while we are still running at three to four weeks, our production numbers are up. It means we are doing something right.

New swing tags.

By now you will have seen our new swing tags starting to appear on our blinds. These are dated for warranty purposes and give your clients a few very basic guidelines and identify our quality blinds. A great new initiative. One important matter is that child safety devices MUST be fitted by law. If they are not fitted it may void the warranty.

Roman blind upgrade.

Our roman blind sales have taken a marked upswing. This is partly due to our new Signature Collection and new pricing but also to the matter of our new optional aluminium back batten system which addresses the matter of pin holes in blackout blinds. This is an option you need to request as our handsewn pockets are still very popular.

Somfy battery operation

This is now fully available and working well. This option is in our pricelist. It addresses a lot of the issues with wiring in motorisation.

The terminology of measuring.

It's a great industry we work in. As many of you will know, we are keen members of the Blind Makers Association of Australia and they are responsible in part for the high standards of our industry in Australia. We have child safety regulations that the rest of the world can only envy (even if they are not totally uniform Australia wide).

One thing we haven't addressed is the terminology of measuring.

You might recall in a past newsletter I said that we always measure left to right and we ALWAYS write width x drop. These are industry standards and are important so that we all speak the same language (English is good)!

Now I have discovered that some manufacturers deduct 3-5 mm from a finished size on roller blinds. This has come to light because we have welcomed a lot of new clients this year and became obvious on one job in particular. Now why would you reduce a finished or make size by anything? I can't answer that but a make size is not a make size if you then reduce it again. While I can see some logic in this in that it may reduce the need for cut

downs a little, I would have thought that accurate measuring might have been a better answer. But then I'm just a blindmaker! What would I know, it just that I can't tell you how many of our customers struggle with the gaps between blinds anyway and two blinds side by side you increase the gap by say another 6mm? Doesn't make sense to me.

The service we give.

If you are a decorator, designer or architect, chances are you will not have your own blind installer. Many of you may not have any experience with measuring. That's where we can help. We offer a measure and installation service to the trade once a job has been confirmed. If that is not possible then we just need you to give your customer a price and quality expectation. We can give you an estimate based on you rough measurements. One phone call and its all done for you. What could be easier.....and you can make money from it.

The Signature Collection is an outstanding success

Thank you to all our clients who have given us such enthusiastic feedback about our Signature Collection. Most of you have said that it's such a complete collection that it's all you need to have in roller, roman and moving panels and I also appreciate the feedback about the new pricelist. Without your feedback we don't always know what we do rightor wrong.

We have more Signature Collections being made at present so if your hasn't arrived, it won't be long. Photos of the full range will be on our website shortly and they look pretty good.

We went to America

Helen, Damien and I went to America last month for a short holiday. New York, Chicago, Indianapolis (for the Indy 500). It was a very fast 10 days but a good break. I even got to visit a couple of Orchid nurseries which was also great.

Technical injection

As we have recently announced, we are now distributing Wareema external metal venetians. These are German made and the world market leader. Because these are custom made in Germany for us, they are also economical.

We have now added the Aluxor range of awnings which includes folding arm and vertical drop awnings. Again, German quality. You know we pride ourselves on the work we do, so you know we will do this properly. To this end we can announce that we have secured an on staff technical expert to advise, quote and install our awnings. This expertise will extend to difficult installations and larger skylight applications. This will give our interior decorators a new area to make money and you

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can recommend us with confidence to your clients to take care of this aspect of their project. Ask us for more details.



Wareema exterior aluminium venetians are an architectural feature

Ballet

One of the most impressive blinds at Designex was our new Ballet. The page in our pricelist is incorrect. We will not be offering this without blades. The option for blades is translucent or blackout. Please refer to us for up to date prices and I will issue a new page for the pricelist shortly

Three year warranty

Please remember that our product warranty is three years. This is three times longer than most manufactures except for those who offer a "limited lifetime warranty". A "limited lifetime warranty" means that when something breaks, that it's lifetime. Nice scam. Mermet and Somfy both offer 5 years manufacturer's warranties.

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