



# NEWSLETTER

## March 2004

**Welcome back.** It seems a while since I've written a newsletter so here goes the first for 2004 and there's lots of new things to tell you. Please take a minute to read this but if you'd like to opt out of receiving these just let Mary know. I hope you all have a fantastic 2004. Ours has started very positively.

**Value added** In business it's not just the cost of the goods you supply, it's the value you add that counts. It's why people chose one supplier over another. People buy from people they like. We try to add value in many ways. First we always try to source the best components. They usually cost a little more. Same goes for materials. We are not afraid to command a premium price for our goods and this allows us to use the best components and fabrics. We insist on Somfy motors because not only do we believe they are the best, they have a 5 year warranty! We also offer a 3 year warranty on all our products. Our name and reputation and service are a substantial value added component.

Our knowledge, brochures and technical support are also equal to the best in the industry.

### **Product Update**

**Chinois.** We have added two new weaves, updated another and deleted another, so its time to make sure your samples are up to date. Jinja is new and so is Shinju. Forest has been updated and Autumn has been discontinued.

Please ensure your samples are up to date. We have also reconfigured Stone and Wintergrass so that we can make conventional romans, ie fabric at the back, a small pelmet at the front. This means that almost all weaves(except Fire which we will update at next order) can now be made as our normal romans although we will probably not put a pocket on the bottom of Chinois because the weaves are much heavier than our French Woven Timber.

**Screen.** In February we introduced a new wider (2.4metre) blackout fabric which is suitable for rollers and roman blinds and is priced in group 2. We also introduced a fully enclosed headbox for rollscreens and please note that the cost is \$55 per metre, not \$30 as previously advised. Also we use American stainless steel chain on our roller blinds. Besides being resilient for longer, it means less breakage. It costs us over double the lesser products but it's well worth while. It has reduced our service calls in this area to almost zip.

Also remember our double brackets at no charge.

**Timber Venetians.** In light of the child safety cording legislation, and the need to have each cord separate, I am recommending that you put the lifter and tilter on opposite sides. This will mean less tangled cords and less confusion and therefore less service calls! Also we have made a new sample set which includes standard paints and stains plus a better presentation. These are available at no charge to clients who buy our timber Venetians.

**Simply Roman** The new sample books are finally ready and in stock. Those of you who have waited patiently, I thank you. I am really sorry for this embarrassing delay which was beyond our control. This will not happen again. Please call and remind us if you are owed one and don't receive it very soon.

**Woven Timber** Ballauff woven timber is now treated to repel mould. This has been a feature for the past 12 months but we had refrained from advertising it until we carried out extensive testing. We also have good stocks of the new Le Coloure weaves.

**Continuous Chain operation** We have changed our system and we believe it is now much more user friendly. Unfortunately it didn't get any cheaper, just better. Also it has a weight limitation which means that we will still use the Rollease system on heavy blinds.

**Website.** We are constantly updating the website and it has become a very useful tool. At one time my add man told me that it would allow me to cut down on my press advertising! I haven't seen that yet, but the "ask a question" section keeps me amused.

**Whoops** You may have received a new blackout sample in the past few weeks with no explanation. Sorry, there should have been a letter with it explaining that it is our new wide blackout cloth, 2.4 metres wide and suitable for rollers and romans and priced as group 2 screen rollers (page 13) or group 2 screen romans.

**Special Request** Most customers are now using our order forms and it makes life a lot easier. For those of you who still write orders on a piece of paper, please consider using our order form that is in our price list.

**Apology** Greenwood maximum width is 2700. Some old pricelists inadvertently show a 3000 group. To the client who pointed it out our thanks. We apologies for any confusion this may have caused. Please check your pricelists for this error

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