



# Newsletter March 2009

**Hi everyone.** I'm at it again. More information, but I'll try to be brief. I can report that the world did not end on 31<sup>st</sup> December 2008, nor did business stop. In fact January and February were quite strong but we have seen a slight slow down in March which is really only what usually happens as the weather cools down a bit.

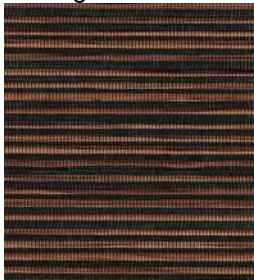
We are still very positive. Our quote rate is good and while our customers are cautious, our orders are still ok. That means you are doing a good job.

Don't drop your standards or your prices. That's what can have a disastrous effect on your business. If cheap price is all you have to offer, you might consider you are in the wrong business.

### **What's new.**

Now this is the exciting part.

**Fusion.** We are introducing THREE new colours and the new width will be 2400!. The three new colours plus Honey and White will now be available in the new width. Stock will arrive by end April and we will be distributing inserts for your Signature Collections.



These are two of the colours. Silverthread did not scan well but you may recall it was outstanding at Designex 2008. Fusion is one of our top sellers.

### **XL Pleat 50**

Now this is really exciting so get ready for a brand new product! How long since somebody really launched a new product? And this one is a winner. A 50mm horizontal pleat, which will span 4 metres and holds its shape and comes in exciting fabrics and colourways and can be motorised with drops up to 5 metres and and and..... Do I sound excited? I don't think I've been as excited about a product since I sold my first ceiling fan or launched Chinois. This is the product that all the modern spaces around town have been waiting for. And it's exclusive to us. We anticipate the launch in July/August so order a sample set now. Email [simon@petermeyerblinds.com.au](mailto:simon@petermeyerblinds.com.au)

### **Cachet**

This is a really good new range of fabrics. So good that we wanted to add it to the fabrics we offer so now you can get

this range of.....fabrics and there will be nothing you can't do. While I cannot claim that these are exclusive to us, what we will do is a better blind than most people and we will still be competitive. This is a range from Mermet and you already know that we think very highly of Mermet so this is just another blending of the best blindmaker with the best fabric house. The box and bag will be branded with a Peter Meyer logo.

Translucents are our price group 3 and blockouts are our price group 4. Books are available at \$120.00 ea.



### **35mm discontinued**

We have decided to discontinue our 35mm cedar venetians due to difficulty in obtaining suitable slat. Please remove these from your samples and note this on your pricelists.

### **The details are in the balls.**

I often say that we pay more attention to what we do. The other day I noticed that Helen has been putting two stop balls in front roll rollers for quite some time. It's a small detail.....like the gloves and the eraser that we include with our roman blinds or the molex connectors that we helped pioneer 5 years ago. As I said, we are different.

### **Operational triangles**

How about a triangular blind for those difficult high windows and how about if it worked? Well we can do that now and we can do the same in skylights. It certainly makes skylights more affordable but remember they are never cheap. We are using a special fabric that has really good sun reflecting properties and can be cut so that it doesn't curl or cup.

### **Stuttgart report**

Those of you who have been around a while or receive that excellent new window covering magazine called Window Furnishings Australia will know that in February this year we attended the Stuttgart window covering exhibition which is staged every three years. It's how we keep ahead of the crowd in this business. This year's exhibition was breathtaking and you will see what we learnt over the next twelve months. Just to tease you, have you been asked for a motorised panel glide track? Now it will be available with battery or 240v operation and in a really good tracking system. Also the awnings and exterior products we saw were remarkable. Read my report in the next issue of Window Furnishings.

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**Ph 1800 254631**



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## **Sample service**

Its worth remembering that we offer a sample cutting service and all our Signature Collection fabrics are available as A4 cuttings. Many of you already take advantage of this free service

## **Exterior update**

We are fast becoming known for our exterior blind service and if you are an architect or designer, this is another service that you can offer your clients and have confidence in it being handled professionally. It's interesting that we have had several requests for service on other supplier's products because they are just not interested in servicing and in one instance, fixing their incompetency. We always attend to service or warranty calls in a timely manner and honour our warranty. It's not hard to be cheap if you never intend to provide service or warranty.

## **Australian made**

It's also noteworthy that a number of our current fabrics are Australian made and that all our blinds and awnings are made in Australia.. We use Australian made whenever we can. It's important for us and it's important for Australia.

## **Ballet**

Ballet samples books are now available at \$120.00 each. We also strongly recommend a sample blind as this will really kick this new concept along. We are now ready to offer Ballet on motorised tracking. Our production of Ballet is now in place and we are seeing good growth in this delightful new product. As usual we will use the best componentry and technology available. Speak to Simon regarding a special price on sample blinds.

## **Custom manufacturing.**

I know that custom made is not for everyone.....but it is for anyone who is discerning. We are seeing a proliferation of cut down products coming into the market. These are cheap but it shows. If you don't know the real difference, come and watch my staff for an hour. You will see the meaning of quality.

## **For Sale.**

Our older crush cutting table is for sale. It is about 3 metres wide and 4 metres long and has a top quality European crush cutter with three spare blades. If you know someone who may be interested, please pass them our name.

## **Bracket Colours**

40mm brackets are available in all the basebar colours.  
55mm brackets are only available in black and white. We

have always offered this and we match the brackets to the fabric unless you specify otherwise.

## **New Basswood and Visionwood range.**

We have new Basswood and Visionwood sampling available. A really big new colour range and also 63mm wide in some colours. 63mm slat will be 10% premium. The cedar look is the best I have ever seen in anything other than cedar.. Please email [sales@petermeyerblinds.com.au](mailto:sales@petermeyerblinds.com.au) for a new swatch.

## **New swing tags.**

By now you will have seen our 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.

## **Bottom up blind.**

One of the things that is in the second edition of the pricelist but not in the first print is the MINIMUM width for bottom up blinds. This is around 800 although we can go narrower on shorter drops. We can also make fixed door panels using the bottom up fixing.

## **Motor upgrade prices.**

To upgrade an existing blind to 40mm RTS motor will cost \$800 (showroom) and \$600 non RTS. This pricing is not in the current pricelist. It also only applies to our system. We are getting a reasonable call for this service currently. Our whole Somfy price structure will soon change. This will show in the new pricelist.

## **Fabric Update**

We have decided to discontinue Malta from our range effective immediately. Please remove it from your Signature Collections. A replacement fabric will be announced soon.

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