

Window blinds for the lounge – go on indulge yourself!

The lounge is perhaps the one room in the house where home owners and visitors alike congregate in a number of different social situations. So for many people it is the perfect living space to really develop and exhibit their flair for creating interior design themes. Louvolite's eclectic range of fantastic window blinds will enable your customers to compliment, contrast or co-ordinate with the room's interior utilising a number of versatile window blind styles from the Louvolite product range.

Vertical blinds will always create a strong visual impact, particularly when installed in bay windows. The three sets of blinds can be rotated through 180° either in unison or independently and offer a smooth operation when altering the shading levels. Available as both 3½" and 5" louvres, fresh colourways are always prevalent in this range of fabrics, from bold primary colours through to subtle, seasonal hints and shades.

The roller blind can be viewed as the most fundamental of the window blind styles; the large expanses of fabric can be utilised by the customer as a rich canvas on which to 'express themselves'. Louvolite's fantastic range of fabrics encompasses strong, contemporary designs, subtle jacquards, and bold patterns that will match any interior scheme perfectly. For those customers

who wish to enrich the décor of the lounge to new heights, the soft, seductive textures of the faux suede and leather effect collection will quickly become the focal point of the room.

Pleated blinds that have been installed using Louvolite Perfect Fit® will create a real 'wow' factor to the lounge. The revolutionary new window blind system from Louvolite will allow the blinds to be installed quickly and easily into upvc windows without the need to drill or screw into the frame. Not only do the blinds look terrific but also they control sunlight efficiently, enhance privacy and are easy to remove for cleaning. The window blind and frame is a complete unit that is visually unobtrusive and will leave the window sill clutter free.

For a slightly more natural feel to the lounge, woven wood blinds are an excellent option. The Natural Weaves® range from Louvolite encompasses a collection of exotic wood and bamboo slats from around the world that will endear themselves to any design scheme. When exterior light filters into the room it adds life, vitality and creates a warm and soothing aura.

The roman blind is a unique style of window blind that affords the customer the successful combination of a superb window blind with the soft chic feel of a



curtain. The gentle undulations of the fabric has made the roman blind a particular favourite with interior designers. Louvolite's exciting range of superb fabrics contains a rich portfolio of styles and textures to compliment and co-ordinate with any window furnishings.

If the lounge consists of large, patio style windows, Louvolite's panel blinds are a fantastic option to explore as an alternative to the more traditional style of blind. The contemporary panel blind helps control sunlight, prevent glare and maintain privacy in the home environment. The style of the panel blind makes it particularly suitable for larger windows, as well as patio and sliding doors where a large recess can be 'dressed to impress' in chic and stylish fabrics and woven woods.

Louvolite – 0161 882 5050



Bring the Living Room to Life!

For many, the living room is the main focal point of the home. Changing a window blind can dramatically transform a living room from an ordinary sitting room to a bold and striking statement. For the best selection of blinds available,

ranging from wood venetians to soft spun lace look no further than Decora Blind Systems.

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Accessorise, accessorise, accessorise - New House's launches a classy new collection.

When customers come to you, wanting something different, special or more luxurious - then New House's latest accessory collection is for you!

New House has become well known for distinctive blind accessories and their latest collection is their biggest and best yet. Their new sample book introduces many new contemporary designs. It is so



comprehensive and well laid out, that it's a 'bible' for any blindmaker or interior designer wanting to accessorise blinds or curtains.

'If you look at today's fashion industry,' says Nick Stanier of New House, 'a huge effort is always put into the accessories like sunglasses, perfume, handbags or jewellery. This is because they know customers are often much

happier splashing out on something small, frivolous or fun, than the more big ticket items. I think we in interiors, can learn a lot from this, and why we at New House have always worked hard on our accessories.'

Ever since New House began in 1921 it's always been an innovative company, and today they now have one of the most talented design teams of our industry. As well as Nick (who's a textile graduate), Melanie, Laura and Charlotte are all Royal College of Art (RCA) or St. Martins, and have won many prizes between them.

Not only does New House have exceptional designers, but their philosophy is also to work with the best manufacturers. They look for suppliers who maintain high traditional craft skills, yet are modern and efficient. It's no coincidence that all the New House products are still made in England.

For example, the new Porcia blind pull is made from Fine English Bone China, by a Worcestershire factory famous for its incredible attention to detail. Melanie created the design, while a skilled modeller hand-carved her ideas into soft clay. Several test firings were made, and various glazes were tested. Like most of their items, it's genuinely handmade by real British craftsmenand very beautiful!

New House's brilliant weave designer, Laura, brought a new sense of colour and



design to the trims and designs. She worked with exceptionally skilled weavers, and all the braids are manufactured in the Midlands.

The glass products are handmade by a small glassmaker in the south of England, while the aluminium items are made

in Cheltenham. A husband and wife team carefully examine the grain of each piece of raw aluminium, before machining. The results are always perfect. Even New House's wood pebbles take 3 months to manufacture, from raw reclaimed wood, through shaping, drying and waxing. New House believes that true quality and good design cannot be hurried.

Great care has gone into the catalogue design too. The new accessory collection a dovetail fit with the other New House fabric collections, and will be a boon to any interior designer, architect or blindmaker.

Even if it's just for your product library, New House's latest is one you'll want to have!

Enquiries: info@newhousetextiles.com

Concept Systems doubles its vertical capacity

Concept Systems of Leicester has increased its capacity in vertical blind making. The company has invested in a

new Hunter Douglas 651 vertical making machine which cuts louvres, folds, inserts the bottom weight and top hanger and stitches.

John Smith, Managing Director comments, "We are particularly known for our Venetian blinds but we have a strong sale in verticals which recently has been increasing and we need this machine to cope with future demand.

Call 0116 251 5181



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For a sophisticated and contemporary look, Timberlux™ quality wood venetians reflect the beauty and elegance of nature. Fashioned from full grain Basswood, each blind has its own unique character because each slat is hand-picked for perfect line and colour.

If it's a natural look that captures the feel of the elements there is no better option

than woven wood blinds. The Sunweave™ woven wood collection was designed and introduced to meet the demand for creating natural themes in the home. Available in fashionable roman style, Sunweave™ opens elegantly into soft pleats perfect for today's interior living room lifestyle.

Alternatively if you want to add warmth and softness to a room, Decora's Softshade™ pastel coloured blinds create

a stylish and intimate feel. The honeycomb structure of Softshade™ gives increased insulation, helping to keep rooms warmer in winter and cooler in summer.

Whatever your choice of style Decora Blind Systems has a range of blinds to suit both your taste and your budget.

Contact the Decora sales department on: 028 9266 3600 or visit www.decora.co.uk

The new Benthin Roller Fabric Book is all yours!

This Summer Benthin launch a brand new roller blind fabric book. Over the past 6 months Benthin's designers have been sourcing the latest fabrics from all over Europe and have brought together a collection that will appeal to the UK consumer and stand out from the crowd.

The fabrics are presented in five different categories – Naturals, Sheers, Designs, Plains and Blackouts. From soft, sensual sheers and tactile textures, to daring dramatic designs and popular plains, there are fabrics to suit every style of furnishing scheme.

To help you present the book to your customers Benthin will personalise it for you by printing your company name/logo on the front cover. The book is all yours!

All fabrics, trims and pulls are in stock at Benthin's Northampton warehouse and available on a next day delivery service.

For further information contact Benthin Customer Services on 01604 658258.



Improve your pulling power with Louvolite!

Louvolite is pleased to announce the launch of its fantastic new Spring Assist system, specifically designed to allow larger, heavier roller blinds to be raised and lowered effortlessly by the operator.

Available in System 45® and System 45+, Spring Assist is very easy to manufacture using a unique 'slide and lock' technology making it perfect for installations in the commercial sector.

The Spring Assist system is an ingenious concept and design, the unit fits neatly and securely into the roller tube with the

number of springs needed to operate each individual blind determined by the size and weight of the fabric, customising each installation.

Blindmakers will also be pleased to discover that no special tooling is needed and because Spring Assist works in conjunction with existing Louvolite components, minimal stock holding is required.

To find out more about 'the smoothest operator in town' telephone Customer Services on 0161 882 5050