

# what's new

AT-A-GLANCE GUIDE TO  
SPRING 2012 PRODUCT INTRODUCTIONS



Vignette® Modern Roman Shades



**AMERICAN DESIGN  
& CRAFTSMANSHIP**  
**HunterDouglas**

HUNTER DOUGLAS WINDOW FASHIONS ARE DESIGNED AND CUSTOM-ASSEMBLED IN THE USA AND BACKED BY A LIFETIME GUARANTEE.

**Custom-assembled in the USA.** At state-of-the-art production facilities where each window covering is created specifically for a particular customer and window.

**Innovation.** Leading the industry with unique, award-winning designs and stylish, energy-efficient products.

**Lifetime guarantee.** Recognized as the most comprehensive protection available in the window covering industry.

**HunterDouglas**

# new product introductions for spring 2012



## > The Alustra® Collection

- New fabrics and design options for Alustra® Vignette® Modern Roman Shades.
- Alustra Silhouette® window shadings now available with the LiteRise® cordless lifting system.
- New headrail for Alustra Duette® 1¼" shades reduces mounting depth on LiteRise, UltraGlide®, EasyRise™ and PowerRise® 2.0 with Platinum™ Technology lifting systems.
- Longer lengths on Alustra Woven Textures® Roman shades and Screen shades.
- Petite returns now available on Alustra Woven Textures Roman shades with the Traditional Turned headrail.



## > Design Studio™ Roman Shades

- New Hobble style construction:
  - Improved inner liner.
  - Enhanced finishing method for back liner.
- Refined blind-stitching on side hems:
  - Side-hem stitching on the face fabric now virtually invisible.
- Additional outside mount valance options.



## > Duette® and Applause® Honeycomb Shades

- New Duette Line Extension Sampling Kit includes four new Duette Architella® fabrics:
  - Architella Royale Textured™ with DuoTone technology.
  - Architella Batiste Bamboo opaque.
  - Architella Batiste Textured opaque.
  - Architella Elan® with new natural streetside color option.
- Next Generation Common Headrail:
  - ⅙" reduction in mounting depth for ⅜" and 1¼" shades.
  - Features new EasyAdjust™ leveling system for easy height adjustment and leveling of shades.
- New Duolite™ design option pricing.
  - Reduced Duolite pricing for increased sales opportunities.



### › EverWood® Collection of Alternative Wood Blinds

- New sample book featuring large photo book format and updated lifestyle and detail photography.
- TruGrain® natural effects themes introduce new textures into the collection — Grass Weave, Linen and Leather.
- Distinctions™ designation for premium white finishes.
- Renditions™ opening price-point program.
- Launch updates:
  - LiteRise® cordless lift system is now available on 2½" beveled blinds.
  - *de-Light*™ routless feature now available at no extra charge.
  - New styles and colors available in decorative tapes.



### › Luminette® Privacy Sheers and Modern Draperies

- New Hardware Sampling Kit contains:
  - Six SofTrak™ headrail samples.
  - Three Manhattan™ headrail samples.
  - Three finial samples.
  - Photo book.
  - Bracket guide.
  - Luminette *Explained* brochure.



### › Pirouette® Window Shadings

- Seven elegant fabrics including five new fabrics, the new Pirouette® window shadings collection has something for everyone.
- A new Sample Book featuring:
  - New fabrics.
  - Large Pirouette samples in the new Satin Metallic fabric create a table-top display.
  - QR code and web address that links to the Pirouette product videos.
- Updated hand sample offerings featuring new fabrics and colors.
- Modular display shading offer showcasing select new fabrics and colors.

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## › Palm Beach™ Polysatin Shutters

- New DuraLux™ finish is designed to create a shutter that looks virtually indistinguishable from a beautifully painted shutter.
- New Classic Z-Frame is designed to coordinate with popular trim and molding styles.
- New decorative sill cover is perfect for covering projecting window sills.
- Palm Beach™ Promise:
  - A guarantee that the product will never warp, crack, fade, chip, peel or discolor.
- Newly designed sample kit featuring the new DuraLux finish.



## › Silhouette® Window Shadings

- Introducing Silhouette® window shadings with the LiteRise® cordless lifting system. Available on all fabrics and opacities (except Trés Vue™ fabric).
  - Fits rectangular windows up to 96" x 84".
  - 2", 3" and Quartette® 4" vane sizes.
- New LiteRise Update Kit contains:
  - Insert page for Silhouette sample book.
  - Sell Sheet.
  - Silhouette *Explained* brochure.
  - Hand sample featuring Nouveau™ fabric.



## › Vignette® Modern Roman Shades

- New fabrics:
  - Four new Vignette® fabrics plus two new Alustra® Vignette fabrics.
  - Colors refreshed throughout.
- Newly designed Sample Book:
  - Fabrics grouped by collections for easier ordering.
  - New deck design, window cling and mounting guide.
  - Alustra Vignette collection included in books for Alustra dealers.
- New operating systems and options:
  - Tiered™ PowerRise® 2.1 with Platinum™ Technology.
  - Tiered Top-Down/Bottom-Up with UltraGlide®.
  - Natural streetside colored back fabric option available exclusively on Newport Linen fabric.
- Hard-wired motorization accessories:
  - Platinum Technology Solar Sensor and RF Adaptor.

# Why Hunter Douglas

Hunter Douglas leads the industry in the development of innovative, quality, high-style window fashions — in all categories. Yet we don't stop there. Our support systems for our dealer network remain as revolutionary as our products — keeping each dealer informed, incented and increasingly profitable. See where our innovative thinking can lead you!

*~ The ~*  
**HUNTER DOUGLAS  
ADVANTAGE**

Hunter Douglas offers the largest and most diverse collection of innovative, stylish and energy-efficient window fashions.

Hunter Douglas continues to be a leader in developing advanced window fashion operating systems for enhanced child safety and ease of use.

Hunter Douglas branded window fashions are designed and custom-assembled in the U.S.A. and Canada, and are backed by an exclusive Lifetime Guarantee.

Hunter Douglas products are available nationwide at professionally trained and certified dealers and designers.

For the very highest quality, insist on Hunter Douglas.