


# WINDOW

FURNISHINGS *by* FASHIONLINE   
BLIND INDUSTRY PROFESSIONALS



STYLECRAFT  
  
BLINDS + AWNINGS SINCE 1933

*Smooth  
Operators*  
INTERIOR BLINDS  
IN FOCUS

REVITALISE YOUR PROPERTY WITH INTERIOR & EXTERIOR BLINDS



# ABOUT *Fashionline*

As the largest independent blind manufacturer group in the Australian window coverings industry, Fashionline offers significant benefits to members, suppliers and consumers, acting as a buying group with marketing and networking benefits.

The group comprises Australia's most successful independent manufacturers and retailers of window furnishing products, who between them harness two centuries' of collective history and expertise in the industry.

With members comprising a broad range of companies across both metropolitan and country areas, each Fashionline member is both independent and a leader in its field.

As well as offering a comprehensive range of products, it's also worth noting that each Fashionline member has been chosen for their ethos, commitment to service and responsible marketing policies.

Our vision is to secure the best prices from local suppliers and to maximise benefits for members through joint marketing and promotional campaigns. We're also a standout resource for the exchange of technical skills and expertise, as well as market trends, with our network of members and suppliers. In addition, our buying power allows us to obtain exclusive products for our membership, which helps drive our key mission; to maximise each group member's turnover and profit.

Through our regular meetings, three times a year - two ordinary meetings and an AGM - we keep all members in touch with the latest developments in the industry and within the group and ensure that the best decisions for the group's future direction are made. \\\



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# WELCOME TO FASHIONLINE MAGAZINE.

*At times, it's important to take time to share your message.*

Having evolved significantly in recent years, Fashionline is now at a point where we're very proud of our track record in the window furnishings industry. We're also extremely proud of this publication, which is designed to showcase Fashionline's commitment to its membership and to the wider blind and window coverings sector.

Within these pages you'll find informative case studies demonstrating Fashionline products in action, as well as feature articles on the diverse product categories we offer. You'll also find articles on key issues affecting our product offering and the wider industry, such as energy saving and child safety.

Our article, 'The Fashionline Advantage' (page 49) also includes commentary from our long standing membership on how their involvement in the Fashionline group has enhanced their business outcomes.

Often in this industry, much of our time is taken up with problem solving, strategising and looking at how to improve our operations; companies have a tendency to focus inwards and get caught up in the syndrome of working in the business rather than on the business. One of the biggest gains offered by industry groups such as Fashionline is that, along with practical benefits such as buying power, product exclusivity and promotional clout, they enable a more collaborative approach to business and a philosophy of sharing and learning.

That ethos is reflected in the pages of this magazine. I encourage you to take time out from the business of the day and find out what Fashionline is all about - including the many membership opportunities available - within these pages. \\\



## LIGHT + SHADE *blinds uncovered*

FROM ROLLERS, TO ROMANS, HONEYCOMBS TO PANEL GLIDES, FASHIONLINE'S BLIND RANGE HAS EVERY WINDOW TREATMENT BRIEF COVERED.

One of the most classic and timeless window covering solutions, blinds are the go-to treatment that works in all settings and applications! Now, with recent technical innovations bringing new life to these smart but simple products, home owners can expect great functionality

as well as a look that will perfectly complement any interior décor scheme. Fashionline offers an impressive suite of interior blind options, each of them well-suited to a different application. >





Sometimes known as holland blinds, Fashionline's range of roller blinds offers a user friendly and price accessible window covering solution suitable for most settings, from homes to offices.

One of the key advantages of roller blinds for Australian homes is of course, protection from the sun, typically through the use of sun-screen fabric. Made in Australia, Fashionline roller blinds are also made for our hot Australian climate, particularly when constructed using state of the art blackout fabric. Fashionline offers custom made sunscreen rollers that allow any property's occupants to stay cool in summer, while protecting interior fabrics and flooring from the damage caused by solar glare. At the same time, these blinds also offer provide privacy and, depending on the fabric used, can also still allow partial visibility to the outside.

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**One of the most classic and timeless window covering solutions, blinds are the go-to treatment that works in all settings and applications! Now, with recent technical innovations bringing new life to these smart but simple products, home owners can expect great functionality as well as a look that will perfectly complement any interior décor scheme. Fashionline offers an impressive suite of interior blind options, each of them well-suited to a different application. [Fashionline](#)**

In addition to the comfort of a cooler home, they also bring financial comfort, lowering energy consumption, which results in more manageable power bills. Each Fashionline roller blind can be custom made to ensure it fits every window's and door's dimensions perfectly. >>







Roman blinds, or roman shades, are a classic that somehow fits perfectly in any home, from minimalist modern to textured heritage. Combining soft fabric panels with a smooth functioning operating system, Fashionline roman blinds are available in a range of fabrics: sunscreen, light filtering, and blackout, offering varying degrees of cover - the range offers a filtered light effect and privacy when constructed using translucent sunscreen fabrics, while the roman blind canvas range features blackout coating. This latter fabric is a great choice for bedrooms or media zones, where blinds are required to ensure darkness at any time of day. Key to both the translucent and blackout finishes is that they offer protection from the harmful effects of ultraviolet light, including the fading of furnishings, carpet and flooring, offering a maximum UPF rating of 50+.

Honeycomb or cellular blinds really do hit a sweet spot where style and outstanding performance meet. Made with two layers of pleated fabric to create a hexagonal form that traps air as an insulator, they are regarded as one of the most innovative and efficient interior insulation solutions on the market. As well as providing a buffer against both for cold and heat, they also offer a chic sense of style, with their folded fabric profile creating a great textural look. As a result they are increasingly in demand for homes and businesses. Honeycomb blinds from Fashionline are available in a range of fabric types, from blackout to light filtering. Their lightweight design expands for full coverage or compacts away easily with either cord controlled or cordless operation. The big plus home owners really love about honeycomb blinds is their stylish, no-fuss appeal; they are compact in design when raised as they practically disappear,



are light weight, easy to clean and maintain and available in a variety of control options.

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The panel glide system is a simple, stylish and effective way of creating privacy and sun protection. Designed for a silky smooth open and close movement, these large,

wand operated fabric panels work well in summer, acting as a blockout for heat and solar glare; they also function well to keep cold out in winter. Fashionline's range of panel glide blinds works well in most styles of home; they're perfect for a modern minimalist look but will also blend in wonderfully with other décor styles. They can be fitted over doorways and wide windows, and are often used as convenient and stylish room dividers. Fashionline panel glides are available in an array of colours and fabric types, from neutrals to vibrant, fashion-forward palettes. With different panel widths available and a choice in the number of panels for each system, the sleek panels of Fashionline panel glides create a great minimalist look, but can also be embellished with added depth and texture when used with other products such as roman blinds. \\





## *BEACH VIBE*

FASHIONLINE RECENTLY DEPLOYED ITS EXPERTISE AT BEACH ACCOMMODATION HOTSPOT ALOHA BYRON BAY, REPLACING THE EXISTING WINDOW COVERINGS WITH TREATMENTS MORE IN KEEPING WITH A RELAXED, CONTEMPORARY, BOUTIQUE FEEL.

The coastal haven of Byron Bay in New South Wales is renowned for its laid back ambiance and surfing and diving sites. Its headland topped by an iconic lighthouse, is also a popular viewing point for whale-watching hopefuls when the season is right. The promise of rainforests, festivals, markets and characterful villages has boosted Byron's magnetic allure over the years.

Aloha Byron Bay typifies the kind of relaxed environment

available to the holidaymakers that flock to the area each year. Comprising three studio-style villas with a shared pool, entertainment area and poolside kitchen, the boutique resort's rooms are stylish and comfortable, designed to sleep up to four guests.

"As part of the villas' recent revamp, Fashionline's was engaged to bring an updated finish to the window treatments. >>







The brief was to replace the existing roller blinds with a more contemporary looking product that would also reflect the beachy, relaxed character of the holiday villas."

White, 89mm, PVC plantation shutters were selected to provide both privacy and ventilation.

"Plantation shutters are perfect for creating that luxurious but relaxed Byron Bay holiday feel. In particular the choice of plantation shutters was intended to allow the beautiful summer breezes so common in sunny Byron to flow through and ventilate the interior spaces of each property."

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"Replacing roller blinds with plantation shutters for this holiday accommodation has had a dramatic effect on the property. The property is on a main road, so the shutters offer privacy as well as ventilation; roller blinds are relatively limited as they can only be positioned up or down. Plantation shutters are also incredibly easy to use and can be repositioned to allow the light and air entering the interior to be regulated."

"The client was delighted with the final look of this project. That unique beach, holiday vibe that plantation shutters give adds a real luxury element to the accommodation, which has really allowed the property to stand out from the many holiday rentals available in Byron Bay."

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# OUTSIDE EDGE: *external blinds and awnings*

THE FUNCTIONALITY, SOPHISTICATION AND RANGE OF OPTIONS ON OFFER ARE IMPRESSIVE WHEN IT COMES TO FASHIONLINE'S SOLUTIONS DESIGNED SOLELY FOR THE OUTSIDE OF THE HOME.

Alfresco dining has been a feature of the Australian lifestyle for many years now; and recently it's evolved further into a much bigger concept: outdoor living. This is about much more than simply eating outside; we're increasingly entertaining, listening to music and even working outside. This explains the compelling appeal of outdoor blinds and awnings, which also offer a huge range of other benefits: they provide shade without shutting out the view; they protect floor coverings and furniture from fading in sunlight, and they enhance privacy and add value to your property.

Aside from their aesthetic and practical uses, awnings are also a great energy saving device; they can reflect up to 70% of heat before it reaches the window. The use of outdoor blinds has been proven to keep temperatures cooler inside during summer and help reduce power bills by up to 25% by reducing the need for air conditioning. They can also be rolled up during the winter to allow winter sun to naturally warm your home.

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One of the most in demand exterior products, the folding arm awning is sturdy enough to withstand the hottest rays of the Australian summer sun, as well as the occasional unseasonal moment of wind or heavy rain; it creates that extra 'outdoor room' in summer, but it can also be folded out of the way when the days become shorter and colder and optimising sunshine is a challenge. >>







Fashionline's wide range of fixed awnings and canopies are great for decks or terraces where the need for shade or protection is more constant, or for example in a larger garden space where the option to move out of the shade is also available. By their nature they are far sturdier than retractable awnings, so they're also the ideal solution for more challenging conditions, such as coastal or high wind areas.

Fashionline pivot arm awnings are ideal for shading a huge variety of windows and - due to their clever design, which allows the awning to be narrowly angled over the window opening - they're also great for smaller spaces. Their configuration also makes them ideal for windows in inaccessible positions, operated via an internal cord lock, winch or motor.

Fashionline's pivot arm awnings encompass a variety of models and features, from classic heavy-duty awnings for exposed conditions, to aluminium extruded arms with spring loaded support, in a range of operating methods, including external crank, internal winder or motorised control.

As their name suggests, straight drop awnings are a boon to alfresco living because they hang vertically, creating something akin to a light, protective wall; you really can create that outdoor room with these products. The Fashionline straight drop collection offers a stylish enclosing solution for decks, pergolas or verandas. Many homeowners choose these products for sun protection with partial visibility through the awning; Fashionline's fabrics include canvas, acrylic and mesh options in a wide range of colours, textures and styles. They're also available in clear PVC for rain and cold protection in the cooler months.

Easy to use operation controls are designed to further enhance the usability of straight drop awnings. These include spring operated, rope and pulley, gearbox driven and motorised operations. \\

Typically mounted to a wall or any stable vertical plane, one of the key points of difference to folding arm awnings is that they can be angled at varying degrees, without needing the support of posts or beams. They also come with optional cassette or semi-cassette casings for a clean foldaway look, but work equally well without a cassette. This style of awning, which is also incredibly popular for commercial spaces such as cafes and restaurants, can achieve widths of up to 14 metres with a four metre projection and, depending on the model chosen, can achieve a pitch of anything between five and 85 degrees; this adjustable pitch enables optimal sun and rain protection.

Folding arm awnings can be operated manually via a crank handle or to take advantage of the latest technological advances, motorised with either a remote control operation, or a wall switch operation.

Fashionline's internationally designed folding arm awnings feature a robust design with heavy-duty arms, anti-corrosive chain and powerful springs, enabling outstanding fabric tension. Worth noting is that wind stability is crucial with this type of awning. Our folding arm awnings are tested to withstand up to 50 km winds.

Folding arm awnings come in a huge range of colourful fabrics to match your home and are available as plains and stripes. Among the many on offer, some of the most common fabric options are acrylics, canvas and mesh as well as range of waterproof acrylics designed for areas where rain is likely to be a common issue.

Auto guide awnings, also known as lock arm awnings, are one of Fashionline's most popular outdoor blinds. The key element of this system comprises sliding arms on guide rods that allow the blind to be raised and lowered to any position, creating outstanding flexibility.





# THE CLASSIC: *plantation shutters*

TIMELESS, BEAUTIFUL AND FUNCTIONAL, PLANTATION SHUTTERS BRING LONG-LASTING ELEGANCE TO AN INTERIOR.

If you're considering making a worthwhile investment to raise your property to a new level, plantation shutters should be high on your wish list; they actually seen as tangible driver for adding dollar value to most buildings!

Good plantation shutters are built to last and are essentially an integral part of the home. And premium timber shutters should last a life-time; they won't warp or bend, despite the ravages of the Australian summer, and they're finished to the highest standards to ensure that paintwork retains its condition.

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There are also a number of high quality shutters available in alternatives to timber. Some of the synthetic materials used in plantation shutters are virtually indistinguishable from timber and are particularly useful in wet areas such as laundries or bathrooms. They can be finished to match timber shutters, enabling homeowners to achieve a unified look throughout every room of the home.

Plantation shutters can be custom made to meet any size or specification - even round, triangular or arched windows. Although white and off-white remain common favourites, they can also be finished in custom coatings to suit most interior schemes.

The timeless style of internal plantation shutters, combined with their practicality, are behind the lasting appeal of this classic window covering product; installing them brings a unique style and appeal to your home, along with privacy and light control, versatility, ventilation and increased energy efficiency.

To sum up, premium timber plantation shutters offer innumerable benefits. They improve the quality of life through their thermal qualities, with the ability to significantly enhance the insulation of a home and dramatically reduce heat loss, ultimately reducing power bills. And of course, they also insulate the home from the heat in summer. They also provide privacy, natural airflow and light control. On top of that, quite simply, they look great! \\\











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“Both architect and client wanted to retain views of the ocean as well as keeping the natural elements of the coast and rolling hills in the occupants’ line of sight. At the same time, they wanted products that would be able to withstand the harsh conditions of the coast, such as extreme weather fluctuations, high winds and high salt levels in the air, while also blending in with the natural look of the property.” [Fashionline](#)

## *DURABLE LUXURY*

WINDOW TREATMENTS DESIGNED BY FASHIONLINE FORMED THE FINISHING TOUCH FOR A HIGH TONE MODERN HOME WITH SWEEPING VIEWS OF ITS COASTAL SURROUNDS.

Located at the NSW surfing and whale watching headland of Lennox Point the double storey Colorbond home is designed as a series of pavilions, each with its own function.

The property is set on acreage with uninterrupted views to Byron Bay and south to Boulders Beach, one of the most easterly points in Australia. Both architect and client wanted to retain views of the ocean as well

as keeping the natural elements of the coast and rolling hills in the occupants’ line of sight. At the same time, they wanted products that would be able to withstand the harsh conditions of the coast, such as extreme weather fluctuations, high winds and high salt levels in the air, while also blending in with the natural look of the property. >>







Fashionline worked closely with the architect to come up with a product selection to meet all aspects of the brief, while also enhancing the home's aesthetic and ambiance. As this was a new build, the products were installed as the construction was underway so the home would be ready for occupants to live in and enjoy straight away.

"We chose fabrics that were tested particularly for this type of environment, including the motors. We worked with the client to design the window coverings into recesses to create a streamlined look, as well as designing and selecting product to suit the various functions of the home."

Products supplied included motorised sunscreen roller blinds, motorised blockout roller blinds, motorised zip screen products and motorised extreme zip screens. Key examples were Rollease Acmeda Zipscreen Fabric Awnings in Woodland Grey; Rollease Acmeda roller blinds in Textstyle Focus Blockout (Chalk); Rollease Acmeda Roller Blinds in Textstyle Solarview White Sunscreen.

"This home has a real wow factor, from its unique location through to the weathered yet luxurious feel of its construction and finish. The window furnishings reflect this look perfectly; they also perform incredibly an important function to protect the interior and its occupants from solar glare while enhancing their privacy and retaining those amazing views."

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**"This home has a real wow factor, from its unique location through to the weathered yet luxurious feel of its construction and finish. The window furnishings reflect this look perfectly; they also perform incredibly an important function to protect the interior and its occupants from solar glare while enhancing their privacy and retaining those amazing views."** Fashionline

"The client has been really pleased with the performance of the products, which continue to function well in these exposed coastal conditions." \\\





# EASY LIVING WITH *motorisation*

ONCE REGARDED AS A LUXURY, THE MOTORISATION AND AUTOMATION OF WINDOW COVERING PRODUCTS IS NOW ON THE RISE. GROWING UPTAKE HAS LED TO A FALL IN MOTOR PRICES, MAKING THESE PRODUCTS AVAILABLE TO EVERYONE. A HOST OF USER-FRIENDLY, FUSS-FREE SOLUTIONS IS EMPOWERING END-USERS TO OPERATE THEIR WINDOW COVERINGS AT THE TOUCH OF A BUTTON; THESE SOLUTIONS ARE NO LONGER THE DOMAIN OF THOSE WITH HIGH DISPOSABLE INCOMES AND A TALENT FOR TECHNOLOGY.

Motorisation that is easy to use for even the most techno-phobic homeowner is well worth the investment, thanks to the many benefits it offers: it enables difficult-to-reach windows, high openings or skylights to be shaded or un-shaded easily and safely; and it powers the pre-programmed operation of shadings according to different times of day to either allow sunlight to enter the room or prevent it from doing so, resulting in energy savings and a more temperature-regulated home.

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Most internal and external window covering products can now be opened and closed via remote controlled motorisation. And as well as being super easy to use, many of the latest releases are also low noise and very flexible. There are also battery options available that enable easy removal and recharging, attracting strong interest as they give customers access to motorisation without the high cost of running cables throughout their house.

If motorisation is the new normal, the next step is automation, where shading solutions can be controlled through a remote control and a smart device. Often working in line with ‘smart home’ control systems and sun and wind sensors, these feature an interface that enables all operations to be visible in one place. Homeowners can even pre-program their window coverings and shadings to open and close at certain times, as well as operating them from a remote distance

Many systems offer a variety of functions including limit setting, favourite shade position and different speed settings. Levelling controls allow precise positions of multiple shades to ensure perfect alignment and configuration. Most also enable a variety of functional feedback on matters such as battery health status.

As well as making life easier for homeowners, motorisation offers the added benefit of prolonging the life of products. Controlling the operation of window coverings using a motor instead of manually means less stress is placed on the systems themselves, resulting in greater longevity. Motorisation and automation also offer safety benefits, since potentially hazardous cords are not required.

Essentially, motorising or automating your window treatments allows you to pre-set a repetitive task that enhances the comfort of your home; you can use one remote or smart device to control all of your motorised window treatments, or schedule your blind adjustments to automatically occur throughout the day. Many Fashionline clients who have installed motorised window coverings and shading solutions in their homes now say they don’t know how they lived without them for so long! \\\



< *Motorisation*



# ENERGY SAVINGS

## *with Fashionline*

ENERGY SAVING IS A MAJOR CONSIDERATION IN ANY MODERN LIFESTYLE, WITH APPS, WEBSITES OFFERING ADVICE AND A HOST OF PRODUCTS ON THE MARKET PROMISING TO HELP LOWER YOUR POWER BILLS. AND GIVEN AUSTRALIA'S DIVERSE CLIMATE, AS MUCH AS HALF OF HOMEOWNERS' ENERGY USE CAN GO TO: EITHER HEATING THE HOME IN THE COOLER SOUTHERN STATES OR COOLING IT IN WARMER LOCATIONS.

Wherever you call home, a wonderful plus about contemporary window treatments is that, correctly selected and installed, they are a great way to conserve energy and of course add an elegant finish to your home; without energy efficient window treatments, up to 50% of a home's heating and cooling energy can be lost through its windows.

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**"Wherever you call home, a wonderful plus about contemporary window treatments is that, correctly selected and installed, they are a great way to conserve energy and of course add an elegant finish to your home; without energy efficient window treatments, up to 50% of a home's heating and cooling energy can be lost through its windows. " Fashionline.**

Window treatments add value in terms of energy savings through winter and summer, by mitigating the entry of cold and heat; curtains are making a comeback, not just because they offer a return to colour and opulence, but also because fully lined curtains reduce the effects of solar heat entering the home. And a pelmet over the top of your curtain rail significantly reduces heat loss in winter and gain in summer. Pelmet can be made to any depth so even if your home has a more minimalist, contemporary look, a slimline pelmet works brilliantly.

Meanwhile some products are tailor made specifically for their insulating abilities. Honeycomb or cellular blinds feature two layers of pleated fabric with a 'cell' structure between them, which captures the air to create an insulating barrier, creating a buffer against both heat and cold.

In other cases, conserving energy may be more about correct installation than the product itself. For example, roman blinds must be accurately fitted to the window on which they're installed. Make sure you position your roman as close to the glass as possible and right up against the window's surrounding wall. Meanwhile, adding a block out lining can add an extra layer of insulation as well as protecting the fabric from UV rays.

Fabric choice is also an important element of energy conservation. Roller blinds in a block out fabric can be used very effectively to control heat and glare. Many homeowners are now choosing dual roller blinds so they can block out or partially filter light and allow visibility depending on the time of day.

Other products do have their energy saving properties if used in the right location and optionally in conjunction with other products. Venetians blinds, particularly in timber finishes, remain a window coverings classic and to some extent contribute to energy savings by enabling you to angle their slats to enable or prevent light entering the room. If the slats are closed, timber venetians can prevent solar glare and heat entering the house to some degree.



Plantation shutters are another much loved classic. Made from either plantation wood or PVC, they do offer a high degree of insulation when the slats are closed; and PVC shutters offer the added bonus of being fire retardant, termite resistant and mould proof, making them ideal for wet areas.

Exterior products also have a part to play in energy saving; preventing the sun's heat before it enters your home is by far the best way to regulate its internal temperature. The wide variety of external shading solutions includes: fixed awnings, canvas or acrylic awnings, or louvred awnings. Depending on the location, size and function of their application, a range of styles is available, from fixed through to straight drop, folding arm or pivot arm awnings. Traditional awnings made from quality canvas, sun screen or acrylic materials are available as 100% block out or mesh light filtering fabrics.

If you're overhauling your home to optimise both its style and energy efficiency, talk to a window coverings specialist about the right solutions for your home's size, room usage, location and orientation. If you're taking the plunge and building your own home from scratch, it's well worth considering your window covering options from the design inception stage. \\





# *A LUXURY RETREAT*

WINDOW FURNISHINGS HAVE GIVEN A SPACIOUS RURAL NEW BUILD A PERSONAL TOUCH IN LINE WITH ITS OWNERS' TASTE, ALONG WITH A DISTINCTLY LUXURIOUS EDGE.



Located in Knockrow, Northern New South Wales, the home, known as Samaya, is an architecturally designed gated estate comprising a series of buildings and zones; a living pavilion incorporating an outdoor kitchen, bedroom pavilion and multiple outdoor entertaining spaces including a 12 metre pool. We furnished this house as a new build; the clients wanted a home for their growing family of young girls from new born to primary school aged.

Location and orientation are the highlights of this home, which is set on raised ridgeline acreage, with neighbouring farmland stretching out in all directions. Samaya's perfect northeastern aspect, offering stunning vistas of the Byron Hinterland across the valley to Broken Head, Lennox Head and out to the Pacific Ocean, is one of its distinguishing features. >>



Curtains were selected for the large open plan living areas, using sheer and room darkening fabrics for the bedrooms. In particular the sheers were a key product, giving a soft look while enhancing the views, while in contrast the blackout roller blinds were perfect for affording privacy to the bedrooms and bathrooms.”

The bedroom pavilion is built as a self-contained zone featuring a second family living room, complete with stone fire place and rear entertaining courtyard. A light filled glass lined hallway leads to the master retreat and three oversized bedrooms, all complete with built in cabinetry, private terraces and ensuites. Meanwhile the master suite is a serene, romantic retreat including bath and shower amenities and a private manicured garden; there is a stunning view to Lennox Head.



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Fashionline**

The key curtain fabric was Gummerson Fabrics’ Summer Sheer in Multi Silver, hung on a standard aluminium rail in white. Summer Sheers combines the latest decorative shades with a superb dry natural textured continuous sheer. The range is also practical; 100% easy care, 295cm wide, yarn dyed polyester with the additional benefit of a weighted base, which allows for a clean contemporary finish in a seam free continuous furnishing. The beauty of the Summer Sheers collection is the use of an irregular fine slub yarn that creates a wonderful natural finish and permits a soft filtered light to enter a room. The sheers have also been tested for Flame Retardancy to AS1530 Part 2 and may be suitable for a variety of commercial applications or for peace of mind in any residential interiors. Curtains were lined with Nettex Nightrider Natural triple weave.

< *With the curtains closed*



*Behind the scenes* >



Well considered window coverings were central to providing practical benefits and visual polish to the living zone, which houses the lounge room, dining room, home office, powder room, outdoor kitchen and kitchen. This last room is a key focus; the huge kitchen features high raked ceilings and a stone fire place, resulting in a hospitable yet elegant entertaining space as well as a utilitarian kitchen function.

The treatment for this zone used shaped plantation shutters. These were the only product that we can easily furnish to angled or raked windows. Alltone Shutters were chosen; these are hinged shutters in PVC and comprised White 89mm, standard hinged and raked shaped shutters.

“The clients’ response to the fit out was very positive. They loved the sense of luxury that well selected window furnishings could bring to their new home. Given the property’s east facing orientation with views over the ocean, highlights for them included the sense of luxury imparted by drapes that diffused the morning light into the property while still making the most of beautiful ocean vistas.” \\



## CLOSE-UP *on fabrics*

FROM INTERIOR SHEERS AND  
BLOCKOUTS TO EXTERNAL  
SUNSCREENS, THERE'S A FABRIC  
TAILOR MADE FOR EVERY APPLICATION  
AND EVERY PART OF YOUR HOME.







Re-vamping the interior décor scheme of your home inevitably means choosing new internal products such as blinds and curtains; and with that selection comes the quandary of choosing the right fabric.

With a plethora of prints and colours available, the task of fabric selection can be daunting. But perhaps the really important decision is more around what function your fabrics might perform. The fabrics offered by leading suppliers are unique and stylish in finish and construction, designed to provide more choice, depth of options and a real opportunity for our customers to be creative.

From an aesthetic point of view, fabrics are great for softening the look of a home while also performing a practical function such as glare control and privacy. They play a huge role in regulating light, creating mood, adding colour and providing a counterpoint to the harder, solid elements of a design scheme. They can be used to maximise the natural light while also bringing texture and comfort. Softer fabrics on curtains, such as sheers or linens or bolder prints, can be chosen as much for their draping quality as for their print design.

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There are also a number of highly specialised fabrics now available. Take for example the honeycomb or cellular fabrics, which feature layers of fabric with an insulating air pocket between them. While these kinds of window coverings do cost a little more because of the R+D and labour involved in producing them, they’re often worth the investment; they’re a truly revolutionary fabric that provides more insulation than any other window covering on the market. As well as preventing heat from escaping, they help regulate the warmer temperatures of the day.

One of the most important fabric choices you can make as a homeowner is around blockout fabric. This is particularly important given the extremes of the Australian climate, and thankfully these days there are huge range of fabrics available, often designed specifically to coordinate with on-trend paint colours. Some also come with matching coloured backing and many are available in a convenient 300cm width for larger windows.

Blockout fabrics are the most effective means of controlling internal heat and light and often boast other key properties; tested for fire classification, Volatile Organic Compound activity – in other words to prove no sign of harmful emissions, and checked for zero lead content.

Moving outside, the exterior of the home is naturally as important as the interior when it comes to fabric selection; one of the most sought after exterior fabrics is external sunscreen. Many of today’s external sunscreen fabrics are designed specifically for the Australian climate, offering a strong and durable profile, while also enabling views to the outside and a high degree of privacy. Important to bear in mind for the summer months, UV and heat reduction properties in many fabrics are worth investing in. These fabrics prove indispensable during summer, enabling the control of heat and light, glare reduction and daytime privacy, while also designed to maintain views from the inside of the home to the outside.

Perfect for reducing heat, sunscreen fabric is commonly used a wide range of exterior systems, from straight drop to pivot arm awning styles. Depending on the orientation and overall design scheme of the home, home owners might choose dark colours to provide a better view through, while lighter colours provide better heat reflection.

Colour fading is a big challenge given the famed strength of the Australian sun; but the good news here is that many suppliers are now also offering solution-dyed acrylic fabrics. The solution-dyeing process incorporates the pigments into the molecules of the fibre, creating stronger bonds than what would be achieved by dyeing the thread or the fabric. This treatment means the fabrics are very resistant to the effects of UV rays, resulting in brightness and colour fastness that are guaranteed for many years.

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Given the large size of windows in many new builds these days, wide width, high quality, premium awning fabric is the first choice for homeowners. Fabrics are woven with strong fibres such as PVC coated fibreglass yarns, making them perfect for outdoor use in the tough Australian climate. \\\





## SOFT TOUCH *drapes & furnishings*

THERE'S A RESURGENCE OF INTEREST IN CURTAINS AND SOFT FURNISHINGS, MEANING TEXTURE, COLOUR AND OPULENCE ARE ON THE RISE.





Cushions, throws and rugs offer a great way to play with colour schemes and prints, while plush rugs and luxurious throws add the finishing touches to your décor and give your home a warm and personal touch.

As the biggest soft furnishing item in any interior, curtains create a backdrop to all this; stunning prints from geometrics to florals, textured jacquards and velvets, sheers or neutrals; these are the many options available, and it seems homeowners can't get enough of them.

Designers are feeding demand with vibrant coordinated fabric ranges promising a mix and match approach to interior décor fabrics and accessories, while for those with a taste for a more natural look, linen fabrics continue to be in high demand. And sheers, which have been popular for so long, remain a go-to choice for creating floaty, translucent elegance. There is also an ever-growing demand for coordinating sheers and blinds; sheers are frequently paired with a blackout drapery, but they are also great paired with a blackout roller blind or coloured lining as a face fabric to create a completely different look. Stiffened sheers that can be used for blinds are also popular.

Meanwhile metallics add glamour to curtains, cushions and other soft furnishings, while other fabrics such as rich velvets are regaining popularity. Essentially, we're seeing a return to dramatic interiors with the use of soft furnishings and bolder paint colours to really create a mood. Many designers are taking inspiration from vintage textiles, with embroidery, velvets and natural linen looks featuring prominently.

And the great news is that suppliers are also meeting demand for fabrics that cater to large windows, with extra-wide widths now readily available in many fabrics. Another plus about curtains is that, as well as their visual and tactile appeal, they can also be used to create unexpected effects in interiors. Windows can be made to appear taller and rooms will look higher if the rod or track is fixed closer to the ceiling. There are many ways to create different effects with the hang of your curtain; a recessed ceiling hang for a modern minimalist look; a gentle S-fold for sheers; puddled curtains for true opulence – the list goes on.

In terms of choosing colours and looks – there's no harm in being guided by trends, but it makes sense to use your favourite hue or style as a starting point, and display it across your plain upholstered pieces, your prints and your accent cushions. The overall result will be harmonious and full of visual interest. It's also worth keeping some soft furnishings in a plain colour to open up the look and allow the more vibrant designs to stand out.

Aesthetics aside, soft furnishings are a great way to give each room a welcoming feel and provide a setting that is comfortable and luxurious. An interior featuring beautiful drape fabric balanced by scatter cushions, upholstered chairs or ottomans creates the effect of optimum comfort and style and the feeling of a uniquely personal home. \\





# SAFETY *first*



IN FITTING OUT YOUR HOME WITH NEW WINDOW TREATMENTS, TRENDS, COLOURS AND VALUE FOR MONEY ARE MOST LIKELY TO BE TOP OF MIND, BUT ANOTHER FACTOR, SAFETY, SHOULD ALSO BE HIGH ON THE LIST OF PRIORITIES.

The loops of pull cords, chains and bead cords are a potential hazard to infants, toddlers and young children who may become entangled in them; the worst case scenario if this occurs is strangulation, so there's no doubt that safety is a serious consideration.

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Fashionline.

In light of market awareness of this issue, many suppliers now offer cord-free solutions, such as child safe wand operated products that are operated using manipulable rod or 'wand' rather than cords. Others are spring-loaded and go up and down when the bottom rail is pulled. Some product categories such as roman shades come with an option to remove the cords and instead use clips to hold the shades open. Many styles of window covering are now using these kinds of solutions rather than cords and indeed, going cordless is now considered the only way to be 100 per cent child-safe and pet-safe.

If going cordless isn't possible however, there are still a number of ways to ensure the safety of window coverings.

Babies' cots and children's beds should be positioned well away from windows, and all blind and curtain cords should be kept out of reach. If possible keep not just beds, but all furniture away from windows, as small children are often tempted to climb.

There are also a number of safety devices available to either remove the cord loop or limit access to cords. These include devices such as a tension device (either a chain tensioner or cleat). These are attached to the wall or floor, preventing young children from playing with cords or putting them around their neck.

Take note that simply securing the cord behind window coverings is not a safe option; children are still able to potentially reach and pull out those cords. However, it's also important to note that correct installation is critical.

Continuous cord loop products are only as safe as their installation; many people do not properly secure the cord-restraining device to the wall or floor, leaving the cords slack enough for a child's head to fit through.

It's also very important to be aware that there are still products on the market that don't conform to current safety standards and have long inner cords that can easily be pulled out.

If you're buying new window coverings for a home with young children or even pets, talk to Fashionline about the safest options that will enable you to enjoy beautiful blinds and curtains with complete peace of mind. \\



## SCREEN STARS: *aluminium shutters*

ALUMINIUM SHUTTERS ARE A FEATURE IN MANY CONTEMPORARY HOMES, CREATING A SLATTED SCREEN EFFECT THAT OFFERS LIGHT CONTROL, VISIBILITY AND A GREAT MODERN AESTHETIC.

A clean, elegant metallic window opening that allows natural light and ventilation to flood in when the slats are open, aluminium shutters lend a modern look to living spaces. When closed completely, the screens block out the harsh sunlight or maintain privacy.

External shading through aluminium shutters has a role to play in environmental awareness, which is increasingly reflected in current architectural, building and design trends. Many shutter based shading systems have been designed to: reduce solar glare and transmission; contribute markedly to the reduction of heat gain through glazing; provide shading and cooling in warmer months; allow the passive entrance of solar radiation during colder periods; reduce household energy consumption and expenditure and enhance the well-being of those living and working inside. These shutter based solar shading systems are well suited to modern buildings with wide expanses of glazing; they also create visually striking facades.

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Most aluminium shutters are available in standard colour options through to a colour-match service, meaning the product can be completely personalised and unique. In addition, there's a range of blade sizes available and numerous installation options from hinged to no frame, to fixed-in-channel, multi-fold, reverse fold, hinged in L or Z frame, sliding or standard fold.

Many models on the market are styled with a similar look to traditional plantation shutters, while still delivering a sturdy and durable construction. Some suppliers also offer the flexibility for either vertical or horizontal blades or even glass panel inserts above or below the mid-rail.

The best quality aluminium shutters will be weather proof, with cyclone-rated options available for windy or weather-prone areas. They're also designed to be flyscreen compatible and easily repaired if blades become damaged. Other benefits include security - outdoor areas can be fully secured with a variety of locking systems available. \\









# STYLE AND SAFETY WITH *roller shutters*

INSTALLING ROLLER SHUTTERS IS ONE OF THE MOST AFFORDABLE AND EFFICIENT SOLUTIONS TO PROTECT YOUR INTERIORS, BRINGING SECURITY AND COMFORT TO YOUR HOME.

With tough, interlocking aluminium slats typically coated in fade-resistant paint, roller shutters are in high demand from home owners where style and security are key. Strong and durable roller shutters have long been a feature in Australian households. The latest models however feature some very handy innovations; they can be rolled away easily or even motorised or automated to do so at the touch of a button. They're also easy to clean and maintain.

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**"With most options now available in a suite of colours to co-ordinate with your home, the benefits offered by roller shutters include light filtering, temperature regulation, lower noise levels and security, and, unlike curtains or blinds, they can provide 100 per cent coverage for your window and doors and keep all the light out of your home. Roller shutters allow a home's occupants to allow sunlight into their homes during the day while maintaining safety and privacy at night. They also lead to a quieter home, particularly one located in a noisy, built-up city area. "[Fashionline](#)**

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Technological innovation and ongoing product development have also driven the development of some unique roller shutter products over the years, from cyclone safe to bushfire rated shutters, as well as systems that operate using solar energy.

Most importantly, given the extremes of our Australian climate, quality roller shutters regulate indoor temperatures by keeping heat from escaping during winter and preventing it from entering in summer. There is clear evidence that roller shutters can be a key contributor to household energy savings. Tests have shown that high quality roller shutters can reduce energy costs associated with both heating and cooling; results indicate as much as 30% can be saved on annual energy costs. If you put a dollar value on this saving, roller shutters effectively pay for themselves over a short period of time.\





# THE FASHIONLINE ADVANTAGE

EMBODYING OVER 200 COLLECTIVE YEARS IN THE INDUSTRY, FASHIONLINE COMPRISES AUSTRALIA'S LEADING INDEPENDENT WINDOW FURNISHING AND SHADING MANUFACTURERS AND RETAILERS AND HAS A WIDE RANGING PRESENCE ACROSS ALL AUSTRALIA'S STATES AND TERRITORIES, WITH COUNTLESS BENEFITS FOR ITS MEMBERSHIP.

At Fashionline we're proud of our reputation as this country's largest independent blind manufacturing group; primarily because of the advantages we're able to offer our membership in the areas of buying, marketing and networking. We work with a host of approved suppliers who specialise in the manufacture, distribution and sales of window furnishings, security products and home improvement products.

As a result of our scale, we're able to manufacture one of the most comprehensive ranges of products in the Australian market. Our offering features high quality, leading-edge products spanning the broadest possible price range.

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We're also proud of the service commitment that underpins our business. Fashionline's high calibre product offering would be nothing without the proficiency of our staff; which is based on punctual delivery, clear communication and a commitment to professionalism.

Another advantage of Fashionline membership - the result of being part of leading buying group, the Independent Home Improvement Group of Australia - lies in the impressive savings we're able to pass on to our members. Members are able to enjoy the benefits of group purchasing, resulting in savings worth many thousands of dollars; they can also do wonders for their bottom line at marginal expense by participating in group promotions and advertising programs.

Meanwhile, the networking opportunities afforded by group membership also enable the exchange of technical skills and knowledge between members and suppliers along with marketing information and consumer trends. By working as a group, we're also able to gain access to exclusive product offerings. This, along with all the other advantages we offer, is ultimately designed to maximise each group member's turnover and profit.

Each Fashionline member is established as a leader in their field and is completely independent. Here, some of our members share their thoughts on what Fashionline has brought to their business.

South Australian business Bob Burns Blinds has been a Fashionline member for eight years. Director Sandy White comments:

"My father Bob Burns started the business 60 years ago in his back shed and after retiring for a short time asked me to help him open up again. Our building on South Road in Adelaide is an icon and many people know or have heard of our company."

"Our biggest point of difference in the industry in Adelaide is that we have that experience behind the name. My three children Russell, Shaun and Belinda are now taking the business on a new journey."

"We manufacture most of our products, but where possible, we buy or import from local distributors and wholesalers. We are passionate about keeping jobs in South Australia and support many local sporting groups and charities."

"We joined Fashionline in about 2010 and it has evolved a lot since then. With new and younger people joining the board and everyone comfortable sharing information about their business and the industry, there is always a great feeling at the meetings."

"The main benefits I see from Fashionline are that we meet and share ideas and ask the hard questions affecting our business and industry. We also get help with marketing and other aspects of the business that can be a bit daunting if tackled on your own. As a group we can access the information and share it, so the costs are shared as well. There have also been some great guest speakers at the meetings, who have given great advice in all areas such as sales, marketing and lead generation."

"Suppliers get the opportunity to present to a number of companies at once, so it also gives us the chance to see other products we might not have seen in country locations or small towns."

"Fashionline members have a responsibility to their customers and they all stand by a high standard of service and professionalism. >



Fashionline is creating a name that embodies a much needed strong ethic in the industry.

Sharon Tieman, Director of NSW business Premier Shades says membership has been hugely beneficial to business. Premier Shades is a regional manufacturer and retailer of blinds boasting a seven day express service on roller blinds, vertical blinds and timber style venetians. The business specialises in motorisation and works with local interior decorators to provide excellent advice. Because the company isn't locked into any one supplier it can offer a huge range of fabrics and choices to suit the individual. Its showroom is the biggest in the area and has many blinds, awnings, plantation shutters and roller shutters on display as well as some beautiful homewares. Stopping by is ideal for those considering a major renovation or new build, who want inspiration and ideas.

"We are particularly known for the motorisation and automation of blinds, roller shutters and fabric awnings," confirms Sharon. "We have a focus on training with motorisation and consider ourselves local experts. We are one of only five Somfy Gold Licensed Dealers in NSW. We have attended Somfy School and even visited their production and marketing facilities in France."

"Our Fashionline membership over the last six years has brought us innumerable benefits: friendship, a brains trust, incredible industry and business knowledge. It's a unique relationship best described as a supportive industry affiliation underpinned by expert knowledge and integrity."

ABC Blinds and Awnings has been WA's leading supplier of commercial and residential window coverings since 1972, confirms Managing Director Mark Brice. "We pride ourselves on being a family-owned company, and employ over 165 local staff and contractors."

"Having now been in the industry for over 40 years, we attribute a large part of our success to sourcing the best materials, components and innovative products from Australia and around the world. This allows us to offer our customers the very latest in child safety features and automated operation."

"We're known in the industry for having the widest range of blinds, curtains, awnings, shutters and home décor in WA. Our products come in heaps of different colours, fabrics and styles, so our customers can find the perfect match for their home, office or commercial area."



“We also take great pride in our professional measure and quote service. During this process, customers will be provided with all the advice they need.”

“We’ve been a proud member of Fashionline Group Australia for 14 years now. It’s a great way to be able to network with all of the like-minded people in our industry. There are plenty of people that have been operating successfully in this industry for many years, so it’s great that we can share tips and advice with one another.”

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“We get together with the Fashionline team at least three times a year. During these catch-ups, industry suppliers come to present new products to us and update us on their product range. Besides the great group buying rates that are made available to Fashionline members, the chance to network with others in the industry is also a great benefit for our business.

Owned by Matthew and Natalie Chatterton, Creative Blinds & Awnings in Ballina, NSW, has operated since the early 1990s and is particularly well known for roller blinds, fabric awnings and plantation shutters. It’s also emerging as a “go to” company for drapery and is known for its professionalism and the ability to do on site appointments within a few days of initial contact.

“We have been a member of Fashionline since 1994 and have gained immeasurably from the

knowledge, access to suppliers, marketing materials, buying power, industry best practice and

friendship we’ve encountered through our membership,” says Director Matthew Chatterton.

Natalie and I also have had a strong association with Fashionline over the years, with Natalie being past Chairperson and Secretary.”

“Being in Fashionline has been one of the keys to our success; we really feel we are part of the window furnishings industry.”

Meanwhile, SA businesss Stan Bond is manufacturer and retailer of blinds, awnings, curtains, 3M window film and Crimsafe Security products.

“We are all about the window,” says General Manager Andrew Earles. We cater to everything ‘in’ the window with blinds and curtains for light control, privacy, insulation, and aesthetics; ‘on’ the window, with window film and Crimsafe Security screens, insect proofing and glare control; and ‘over’ the window - outdoor blinds and shade structures for heat control and privacy.

“We have been in business since 1970 with three generations of family involved over the years. As SA’s largest manufacturing retailer we are uniquely able to offer the latest products, ideas and designs, made and supported locally.”

“Four years ago the business passed on to the next generation with my wife Amy and I taking over. Over those years, the business has grown strongly with a retail division, commercial division and wholesale division and around 65 staff.”

“We once made shower screens and wardrobes, and since people spend a lot of time in a shower with not much else to do other than look at our branding we became well known for it. When my wife and I took over, we stopped making shower screens and other products such as wardrobes because we wanted to focus our business on the ‘window space’, and be the best in class.”

“Stan Bond has been a Fashionline member for around 18 years. I started coming to Fashionline meetings when I first joined the business in 2002. Fashionline does a number of great things for our business. Business cooperation is a key advantage. As a business cooperative group we know more about what is happening in the total Australian market than most of our competitors or suppliers. We know which products are selling well, which suppliers are performing and most importantly what is working well for customers. Suppliers can’t get away with ‘no one else is having that problem’ since we get to sit with 25 other businesses and ask them. For the customer, this means they get a product they can trust will work, last and do what we said it would do. As a single business, you sometimes don’t have enough volume to really know what works well over a number of years, but with the experience and shared sales knowledge of the group you can quickly find out.”

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“Also, as a young person in business, trying to learn our industry, I was able to visit some of the best factories, showrooms and staff in our industry. I could pick up the phone, call someone and ask if I could come and look at how they made a product, or laid out their price list. With the Fashionline advantage, I could bring the latest products, ideas and solutions to market very quickly.”

“In addition, often suppliers bring new products to Fashionline before the rest of the market. This means our customers get the latest and greatest technology. Through our Fashionline membership, we’re able to pass on to the consumer, the latest products, better pricing, trust that the products are high calibre and will last, and the benefits of the latest manufacturing improvements.”

“Lastly, all our businesses need certain resources, which cost money but add no value to the customer. An example is an OHS&W policy document. We all need one, so we get a generic manual from a consultant for \$2500 and do our best to make it fit within our industry context. With Fashionline we can find the best person in the field, get a highly customized version made and share the costs between 25 companies. Each company pays less, but get a better result. For the customer this means they pay less for an even better product.”

Adrian Moscheni, Managing Director of Darwin based company Straitline Blinds, confirms the business has been a Fashionline member since 2010.

“Our unique point of difference would be that we manufacture majority of products we sell locally here in Darwin,” he says, adding that the company also has an effective online presence. “We have an exclusive online 12% discount from our recommended retail prices, for customers who submit their details and sizes on our web site.”

“In terms of what Fashionline membership brings to our business, we benefit greatly from the better buying prices from approved suppliers, networking, advice on manufacturing and business issues, marketing tools and a number of other resources.”

“I’d describe the relationship between our company and Fashionline as excellent; all members are approachable to discuss anything required, from day to day issues to isolated queries; the support and information sharing are a real advantage.”

“In addition, customers buying from Fashionline can be comforted to know that any Fashionline member is an experienced and well respected company with a proven track record in business.”

”Fashionline has evolved in recent years and its profile and effectiveness now place it front of mind with approved suppliers as a reliable resource of members and business contacts.” >

Fashionline Member List

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**ABSOL SOLUTIONS**  
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**ADVANTAGE BLINDS AND SCREENS**  
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**EDE SHADE SOLUTIONS**  
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**BOB BURNS BLINDS**  
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**BUSH’S BLINDS**  
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**CLARKS BLINDS AND SCREENS**  
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/  <b>CREATIVE 2000 BLINDS &amp; AWNINGS</b> Matthew & Natalie Chatterton 36 De Havilland Cres, Ballina NSW 2478 02 6686 3311 www.creativeblinds.com.au	/  <b>HARLEQUIN BLINDS &amp; SECURITY</b> Julian & Marilyn Black 5/46 Enterprise St, Kunda Park QLD 4556 07 5476 9888 www. harlequinblindsandsecurity. com.au	/  <b>SHADEWELL AWNINGS AND BLINDS</b> Graham & Margaret Gillard. Unit 1, 2-4 Clarice Rd, Box Hill South VIC 3128 03 9898 9367 www.shadewell.com.au	/  <b>WAGGA BLIND &amp; AWNING CENTRE</b> Toni Pearce, & Graeme Connor 21-23 Pearson St, Wagga NSW 2650 02 6925 5200 www.waggablinds.com.au
/  <b>CREATIVE BLINDS TOOWOOMBA</b> Stephen & Joyce Buckley 183A Perth St, Toowoomba QLD 4350 07 4632 1255 www. creativeblindstoowoomba. com. au	/  <b>LUCAS BLINDS</b> Tim & Debra Olafson 11/1 Box Rd, Taren Point NSW 2229 02 9531 7999 www.lucasblinds.com.au	/  <b>STAN BOND (S.A) P/L</b> David & Joy Earles, Andrew & Amy Earles 2 Benjamin St, Newton SA 5074 08 8336 2066 www.stanbondsa.com.au	/  <b>WATSON'S BLINDS &amp; AWNINGS</b> Ray & Kevin Watson 5 Pirie St, Fyshwick ACT 2609 02 6280 4443 www.watsonblinds.com.au
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