

# WHAT'S BREWING at Silhouette® window shadings

May 2001/Volume 4, Issue 1



## SILHOUETTE. LIVING WITH STYLE.

**S**tyle. It's what holds a room together. What gives it a personality. A "look." Even the endless play of light and shadow throughout your home reflects your style.

Silhouette® Living with Style. is the new Hunter Douglas merchandising theme for 2001 and beyond. Celebrating its tenth anniversary this fall, Silhouette window shadings unveiled this newest sales support effort on May 5.

Along with the positive new outlook comes a new sample book and merchandising materials, featuring an updated collection that now offers 114 colors, seven vane fabric styles, two face fabric styles and two vane sizes — 2" and 3".

### Broadening Silhouette appeal

New fabrics. Colors. Vane sizes. Applications. These line extensions have historically helped Silhouette shadings gain market penetration by broadening customer appeal. *The Living with Style* focus continues those effective efforts. With a theme that plays on room-transforming capabilities, consumers will be encouraged to think of Silhouette shadings as having



Silhouette master merchandising package

value beyond that of "just a window covering."

Updated sampling and new fabric options will additionally set Silhouette shadings apart at the point of sale.

### The preferred choice

The new theme emphasizes that Silhouette style sets the mood, providing a backdrop of understated luxury and performing wonders with light control. This is why *every room* should begin with Silhouette window shadings — the preferred choice, every time.

See **Silhouette** on page 2

### Silhouette with PowerRise® Availability

**S**ilhouette with PowerRise® is available **only** with the following fabric selections:

- Originale™ 2" and 3"
- Bon Soir™ 2"
- Toujours™ 2"
- Naturelle™ 2"

**Note:** With the exception of Originale, all other 3" vane fabrics are EXCLUDED from the Silhouette with PowerRise application.

Please consult your Hunter Douglas Reference and Price Guide (page SI-18) for complete Silhouette with PowerRise product specifications, options and exclusions.

## Silhouette® Extends Fabrics

As you know, Nuance™ Matte, Nuance Motif and Jolie™ are the three recently introduced Silhouette® fabric styles, available in the 3" vane size. But have you heard the good news that we're also extending the Silhouette line of existing fabric styles?

To reinforce the beauty of the 3" vane, all Silhouette fabrics — Bon Soir™, Toujours™ and Naturelle™ — are now available in both the 2" and 3" vane size, joining Originale™. The wider vane size creates a soft "shutter" look, and provides 50 percent greater view-through than the two-inch shading, when open.

This 3" vane size promises to transform a room in a very bold way.

## Silhouette from page 1

### Jolie™, Nuance™ Matte and Motif

Introducing three beautiful new Silhouette fabric styles, available in the 3" vane size.

- Jolie offers a new face fabric for the first time since the introduction of Silhouette window shadings. Close up, the appearance is that of fine lace; from a distance, the point d'esprit pattern fades. Outside images are more detailed, less diffused, for superior view-through. Jolie is available in three colors: Blanche, Crème and Almonde.
- Nuance Matte provides more casual elegance in a comforting homespun texture and natural appearance. Nine colors: Snowflake, Springtime White, Aurora, Dusk, Celestial Blue, April Shower, Summer Wheat, Indian Summer, and Harvest Moon.
- The Nuance Motif vane is similarly casual, weaving a visually subtle diagonal pattern in the same colors as Nuance Matte.

**Note:** Random pattern variation may occur, shading to shading, when viewing Jolie from various positions.

### A picture is worth 1,000 words

The centerpiece of the comprehensive merchandising package is the new Silhouette sample book, with the following components:

- Full-color, room setting photography supports the *Living with Style* theme.
- Removable fabric style cards illustrate how light is diffused through the various fabrics.
- Removable fabric cards present side-by-side comparisons of 2" and 3" vanes (Originale, Toujours, Naturelle and Bon Soir).
- Fabric decks are displayed in a cascading waterfall for a full view of the entire color offering in each fabric style.
- With 45 new colors and fabric styles, each fabric type is separated into individual, color-coded sections for visibility and ease of use.

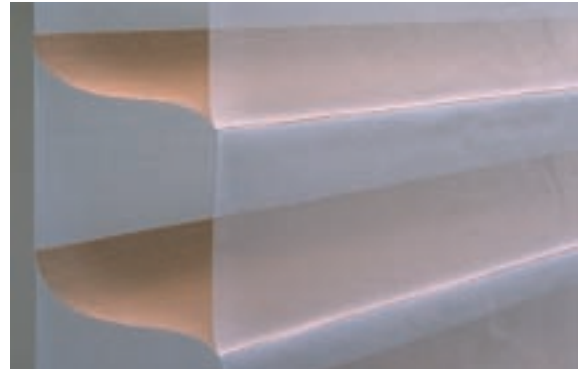
### The Shop@Home bag

Along with the sample book, the new master merchandising package includes a compact, conveniently organized Shop@Home bag, created specifically for our dealers with Shop@Home clients. Each bag contains:

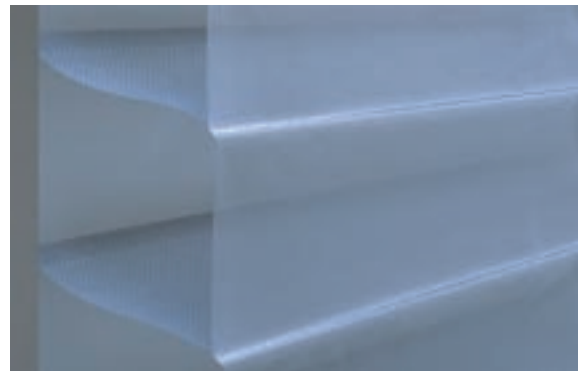
- Folio kit keeps swatches of every Silhouette color organized with customized section tabs for easy retrieval. To complement the sample book (which is primarily sampled in the 2" vane), fabric swatches are sampled in the 3" vane size, with the exception of the 2" Originale collection. Additional swatches in both sizes may be ordered using the accompanying order form.



Jolie — new point d'esprit face fabric



Nuance Matte — new casual vane fabric



Nuance Motif — new casual, diagonal vane fabric



Shop@Home bag — compact and convenient

See **Silhouette** on page 3

## Silhouette *from page 2*

- Photo style book, a miniature replica of the photography shown in the sample book, fits conveniently inside the folio case.
- New hand sample showcases the popular 2" vane in Originale™ Linen Flirt and features a cord tensioner holder that keeps the cord from becoming trapped inside the headrail.
- BRC offers the purchase of a special hand sample display holder and/or additional hand sample. The holder uses a suction device to attach the hand sample to a window or any smooth, flat surface, allowing customers to visualize Silhouette® shadings in their own windows.

**Note:** The holder device, to be used only on a clean surface, is for temporary demonstration of hand samples. Do not leave unattended or affixed for extended periods; if not properly attached or left on the window too long, the device may detach and fall from the window.

The Silhouette master merchandising package also includes:

- 25 new consumer brochures
- New product sell sheet
- Consumer ad slicks featuring the new marketing theme and fabrics



Shop@Home hand sample display holder

## Silhouette® Living with Style. merchandising kits now available

### Silhouette 2001 Master Merchandising Kit

- Sample Book
- Shop@Home bag
  - Hand Sample – 17" x 24" in A1-127 Linen Flirt
  - Folio Kit
    - 78 swatches sampled in 3" vane size, including the 33 colors of the Originale™ collection (21 colors sampled in 2" and our nine most popular colors sampled in 3" vane size)
    - Photo style book
    - Swatch order form
    - Tab dividers
- Collateral Envelope
  - Merchandising with Style letter
  - Product sell sheet
  - BRC
  - Ad slicks
- 25 Consumer Brochures

### Silhouette 2001 Sample Merchandising Kit

- Sample Book
- Shop@Home bag
  - Folio Kit
    - 78 swatches sampled in 3" vane size, including the 33 colors of the Originale collection (21 colors sampled in 2" and our nine most popular colors sampled in 3" vane size)
    - Photo style book
    - Swatch order form
    - Tab dividers
- Collateral Envelope
  - Merchandising with Style letter
  - Product sell sheet
  - BRC
  - Ad slicks
- 25 Consumer Brochures

### Silhouette 2001 Book-Only Kit

- Sample Book
- 25 Consumer Brochures

## 2001 Media Schedule

The following is a sampling of networks that will carry the Hunter Douglas multi-product commercial this spring:

### Home & Garden TV (HGTV)

The Fix,  
1–1:30 pm, Su

### Discovery Channel

Your New House,  
5–6 pm, M–F

### A&E

Biography,  
8–9 pm, M–F

### Travel Channel

Curious World,  
9–10 am, Sa

### Food Network

Ultimate Kitchens,  
12:30–1 pm, Sa–Su

### The Weather Channel

Home Series,  
11 am–7 pm, Sa–Su

### Style

Style Rotation,  
6 am–1 am, M–Su

### Lifetime

Prime Movie,  
9–11 pm, M–F

### Bravo

St. Elsewhere,  
12 N–1 pm, M–Th

### E! Entertainment

Behind the Scenes,  
7 am–1 am, F–Su

### The Learning Channel

Makeover Story,  
12:30–1 pm, M–F

**2001 National Consumer Advertising Schedule**

The following publications are carrying Hunter Douglas print ads this spring:

- **BH&G Better by Design**
- **Classic American Homes**
- **Coastal Living**
- **Country Home**
- **Homestyle**
- **O: The Oprah Magazine**
- **Renovation Style**
- **Traditional Home**

# Keeping up with 2001 Trends

In an effort to keep product, fabric and color selection at a premium, Hunter Douglas continually monitors decorating and color trends, as well as marketplace demand. Effective May 5, the 15 fabric colors at right were discontinued.

*Please reference Sales & Marketing Bulletin #01-002, dated 02/01/2001.*

**Originaire™ 2" discontinued colors:**

A1-101 Valiant Green	A1-109 Coral Caress
A1-102 Jade Intrigue	A1-110 Rose Promise
A1-104 Forget-Me-Not	A1-111 Valentine
A1-105 Blue Ecstasy	A1-112 Raspberry Kiss
A1-106 Deep Passion	

**Naturelle™ 2" discontinued colors:**

A5-160 Mushroom	A5-163 Chestnut
A5-161 Rosewood	A5-165 Spring Green
A5-162 Seashell	A5-166 Blue Spruce

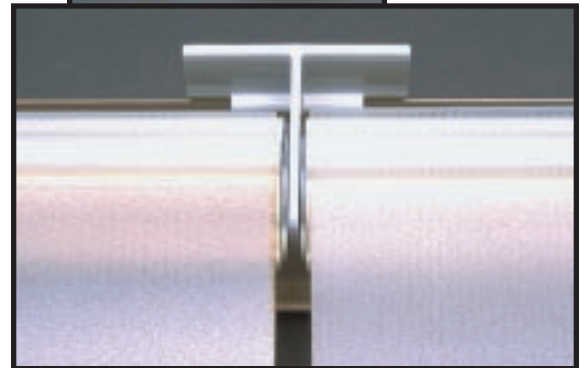
# Two-on-One Headrail Debuts

Up to now, Silhouette® shadings have been limited to a maximum width of 96". No more! The new Silhouette two-on-one headrail shading can now span window widths up to 144".

Fabrication is made possible by the dual rotator — two versions, one for standard and another for oversized headrail shadings — that snaps onto the back of the headrail. Installation is similar to a typical Silhouette installation. The only difference is an added



**Left: standard and oversized brackets**



**Above: two-on-one headrail hardware close-up**

“ramp bracket,” which attaches to the mounting surface where the center of the headrail will be located. The dual rotator bracket simply slides onto the ramp bracket as the headrail is attached to the standard quick-release installation brackets, adding support to the center of the shading.

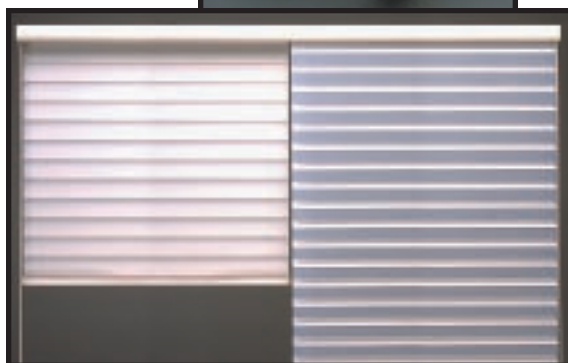
Controls on each end of the headrail allow fabric panels to operate independently. Each panel (maximum two panels) must be the same size (height and width), with a minimum individual panel width of 12" and a maximum panel width of 72". Maximum height is the same as the maximum single panel height for the specific fabric type. The gap between the two panels is 1/4".

The two-on-one headrail is available on all Silhouette 2" fabrics.

*Consult your Hunter Douglas Reference and Price Guide (pages SI-1, 2 and 6) for complete two-on-one headrail specifications.*



**Right: ramp bracket**



**Above: fabric panels operate independently**

# Counterparts® Update

As you know, Counterparts® is an innovative way to combine Silhouette® window shadings and Luminette Privacy Sheers®, perfect for rooms with windows of different shapes and sizes. What you may not know is that effective May 5, the Counterparts Color Chart has been updated to include the new Silhouette and Luminette® fabrics.

Recall that Silhouette shadings and Luminette Privacy Sheers are grouped into five separate colorways — White, Off-White, Ecru, Beige and Blush — to make color selection simple. Colors within each group have been chosen to combine with one another to provide endless possibilities.

**Note:** Luminette fabrics are not exact matches for Silhouette fabrics; they were selected to complement each other. Please see the Hunter Douglas Reference and Price Guide (page SI-13) for details.



**Counterparts — an innovative way to combine Silhouette window shadings and Luminette Privacy Sheers.**

Counterparts Color Chart			
Silhouette		Luminette	
A1/A2-125	Radiant White	K1/K6-101	Snow
A1/A2-148	Dove White	K2-121	Winter Frost
A3/A6-137	Seclusion White	K4-404	Crystal
A4/A7-167	Powder White	K5-501	China White
A5/A8-158	White Birch	K5-504	Silver Mist
A1/A2-126	White Diamond	K1/K6-102	Angel Wing
A1/A2-127	Linen Flirt	K1/K6-103	Feather
A3/A6-152	Counting Sheep	K1-113	White Satin
A4/A7-168	Scented Linen	K1-114	Sugared Almond
A4/A7-169	Fresh Lotus	K2-123	Starlight
A5/A8-155	Fleece	K2/K7-122	Whisper White
		K5/K8-502	Alabaster
		K5-512	Rice Paper
A1/A2-128	Misty Almond	K1/K6-104	Ivory Veil
A1/A2-129	Champagne	K1/K6-106	Amber Glow
A1/A2-143	Wedding Cake	K2-124	Sachet
A3/A6-149	Candle Glow	K2-126	Sahara
A3/A6-153	Moonlight	K3-304	Nostalgia
A4/A7-170	Vanilla Fragrance	K4-403	Porcelain
A5/A8-156	Pearl	K4-404	Blush
A5/A8-157	Wheat	K4-405	Chantilly
		K5-509	Spun Sugar
A1/A2-107	Honey Beige	K1/K6-107	Fawn
A1/A2-133	Blissful Beige	K2-129	Pale Sienna
A1/A2-146	Alluring Beige	K5-505	Beige Reflection
A1/A2-147	Paradise Sand		
A3/A6-138	Relaxing Beige		
A3/A6-151	Daybreak		
A4/A7-171	Woodscent		
A1-119	Blushing Peach	K3-303	Pink Illusion
A3/A6-150	Dreamy Peach	K5-508	Pale Sherbet
A4/A7-172	Floral Blush		

White

Off-White

Ecru

Beige

Blush

## Pricing at a glance

Suggested retail pricing for Nuance™ Motif, Nuance Matte and Jolie™ fabrics is as close as the nearest Hunter Douglas Reference and Price Guide.

For quick reference, pricing for the Nuance fabrics is located on Silhouette Price Chart 1 (page SI-3), the same chart used for Originale™ 2".

Pricing for Jolie is about 10 percent higher than Originale 3". Price Chart 4 (page SI-4) includes Jolie, along with pricing for Bon Soir™, Toujours™ and Naturelle™ fabrics in the 3" vane size.

## Vane Alignment: a Refresher



**Tech Corner**

Hunter Douglas frequently receives questions regarding vane alignment. Please use the following guideline to explain vane alignment to your customers:

When manual Silhouette shadings are installed side-by-side, vane alignment is guaranteed within 1/4" if: **a)** the ordered height measurements are exactly the same, **b)** the shadings are the same color, and **c)** shadings were ordered at the same time.

Please see the Hunter Douglas Reference and Price Guide (page SI-11) for complete details, or contact the Silhouette marketing group.

## What is “What’s Brewing”?

It is the latest product update — all about Silhouette® and Nantucket™ window shadings. It’s specially written and designed for you, the fabricator sales representative. It’s our way of staying in touch to make sure you know about all the new and exciting developments happening with Silhouette and Nantucket window shadings! Call us with your comments at 303-876-3026.

Get a fix on your time:

# Valutize!



**The Daily Grind**

**\val'-ü-tiz\**

*vb, 1: to prioritize, assign value to and thereby clarify <this week I will ~ my goals>*

You’ve no doubt heard that “Failure to plan is a sure plan for failure.” So how can you become a better planner? In a word: “valutize.” That recently coined word is the updated variation on an old theme. To valutize is to prioritize your goals by assigning a degree of importance (a value) that helps you decide what to focus on first.

Here’s how to valutize, for example, your weekly “to-do” list:

- Take a few minutes to construct a brief master list. This provides a visual of your plans for the week. It should include immediate-action items, finish-by-end-of-week tasks, people to contact, meetings/appointments, calls to make, routine tasks/paperwork, and projects that need a start.
- Assess each task in the context of all others, asking yourself, “Does this really need to be done this week?” As you work through the list, cross off the non-urgents.
- Review the remaining activities. Assign a value to each and determine what specific actions you will take to get moving on those with highest value.
- Be careful not to fall back into the trap of using time and energy on tasks you’ve ruled out as non-urgent for that week.
- Be prepared to adjust with changing circumstances beyond your control. You may need to assign new values and move tasks up or down on the list.
- Finally, know your limits. Be reasonable about what you can actually expect to accomplish. When the next week rolls around, be persistent; valutization takes time.

*Adapted from Roberta Roesch’s Time Management for Busy People, 1998.*

**WHAT’S BREWING**  
**at Silhouette® window shadings**