

ALUSTRA...WHAT'S NEW for MAY 2010

Alustra® Woven Textures®

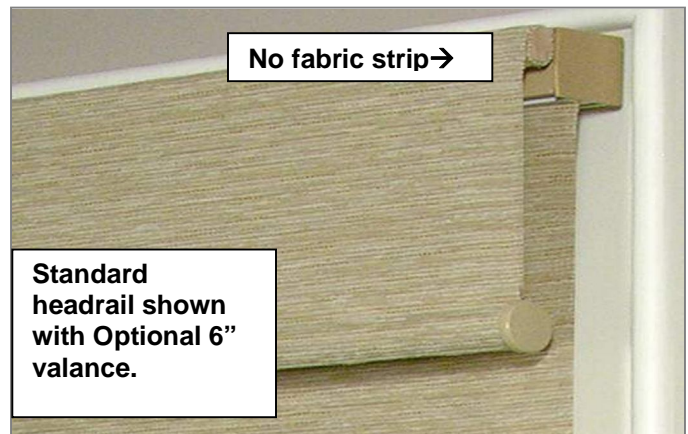
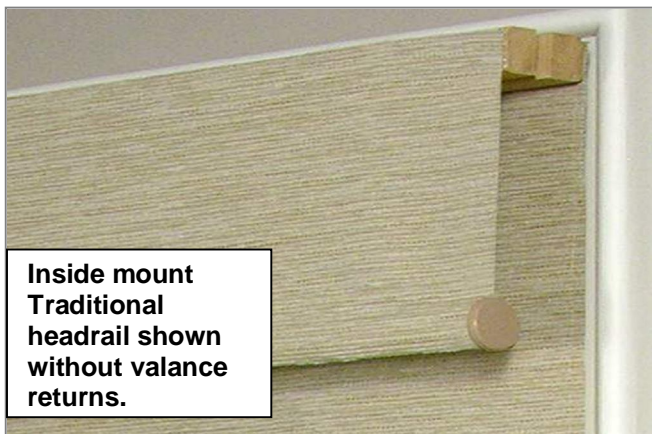
★ Improved Roman shades

–Batten-back construction for improved functionality and performance

We are changing the construction of all our Roman shades in order to improve their functionality and performance. Rather than utilizing a cord woven into the fabric to aid in raising and lowering the shade, we are instead using a batten-back construction to ensure smooth operation every time. This construction technique has inverted tunnels that create a soft, tailored look when lowered and defined folds when raised.

★ Simplified valance options

- Standard or Traditional
- Optional valance returns available
- No-charge option on Standard
- Without valance, headrail has a matching fabric strip
- With valance, there is no fabric strip



NEW Lower Pricing for May 2010!

Alustra® product	Change	NEW Alustra	OLD premium	NEW premium	Core line
Silhouette®	-11.8%	\$1011	26.0%	9.9%	\$920
Vignette®	-10.1%	\$725	20.0%	7.6%	\$674
Luminette®	-8.2% (avg)	\$844	20.0%	5.0%	\$803
Duette®	-6.3% (avg)	\$600 (grid 1)	21.8% (avg)	11.4% (avg)	\$583
Woods	-10.0%	\$407	42.0% (Basswood)	23.0% (Basswood)	\$331
Metals	-9.9%	\$303	58.0%	37.7%	\$228
Woven Textures®	New construction	\$760	20.4%	21.2% (Designer Screen)	\$631
Woven Textures Roller	\$64 fee for Chelsea™	\$438	5.3%	3.8% (Designer Roller)	\$422