

KALEIDOSCOPE INDUSTRIES, INC.

SPRING 2010

NEW 2010 APPLAUSE® Honeycomb Shades sample book introduces two new fabrics; the first is Vintage with a linen-like pattern made with 40% post consumer recycled material! The equivalent of approximately 3 water bottles are recycled and used in each 48 X 60 shade. As consumers are looking for “greener products”, Vintage is the first honeycomb shade on the market that provides this added value. Vintage is available in both semi-opaque and blackout, in both the 3/4” and 3/8” pleat sizes.

The second new fabric is Crystalline. Crystalline is the first sheer ever added into the Applause product line giving you the opportunity to offer a true Duolite with Applause. Crystalline is available in the 3/4” pleat size in 3 popular neutral colors – rock crystal, rose quartz and sheer citrine.

Legends, our core Applause fabric has been updated with the addition of browns, reds and greens, but the big news on Legends is the addition of triple honeycomb! Having triple honeycomb provides enhanced energy and sound absorption. Three new colors have been added to the Sunterra collection along with the classic refined 3/8” pleat size that are available in both semi-opaque and blackout.

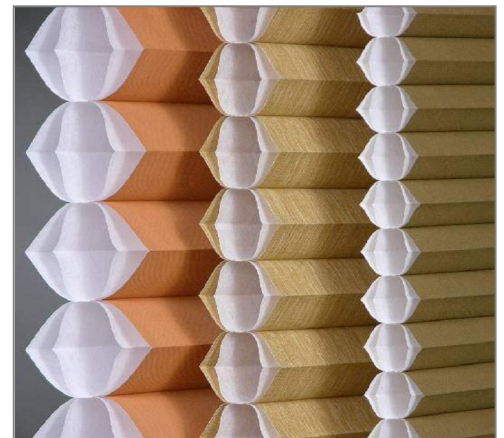
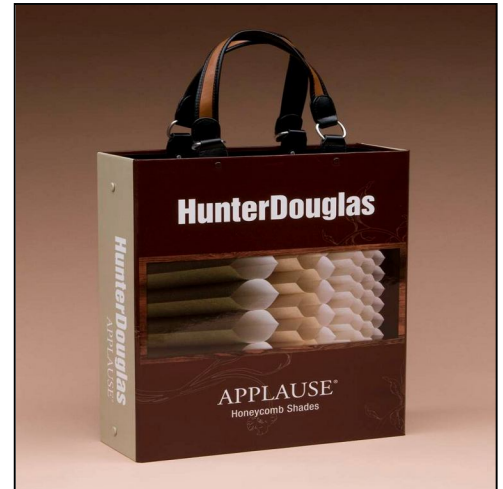
Casuelle and Purescence fabrics have both been discontinued, so in total Applause now has four fabrics: Legends, Sunterra, Vintage and Crystalline.

NEW DUETTE Architella 3/8” pleat size will be available on the Architella Classic fabric in the same 12 fashionable colors that are currently in the 3/4” and 1-1/4” Classic Architella line. This 3/8” pleat will be available with standard white to the streetside and comes in semi-opaque and opaque.

LUMINETTE Modern Draperies is now offering an optional off-white liner for Full Panel's only. The liner is 100% polyester providing added ultraviolet protection. A new stacking option is available for the Dual Panel called an offset stack. Two-side panels frame a fully functional side stack sheer. This application is perfect for a sliding glass door. Simply choose the stack side and the control side.

As of May 2010 you can combine any Privacy Sheers fabric with either drapery fabric. For example, combine Sheer Linen and Shantung or combine Angelica Luxe with Satinee!

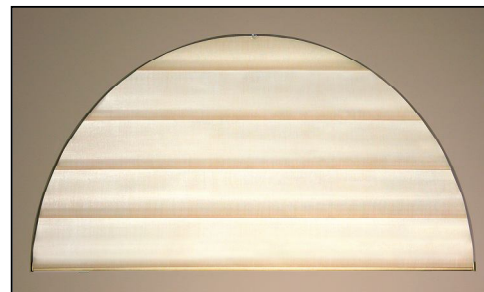
Luminette Modern Draperies have many advantages over traditional draperies. Now with the offset stack, optional liner and additional sheer fabrics available, there are even more reasons to sell Luminette!



NEW 2010 NANTUCKET™ Window Shadings sample book offers the superior 3-inch vane size on all fabric lines. This means your consumers are receiving superior view-through for the same great value. The 2 ½" vanes have all been converted to the 3" vane. In addition we have added 3 new fabrics in an array of popular colors. Fabrics include: Watermark™, Boardwalk™ and our new collection – Sunscreen privacy shadings. For the first time a window shading will feature the look of a screen shade with functioning vanes for precise light control and privacy. The back sheer of this product is a unique sunscreen material while the sheer facing is colored to match the two-sided printed vanes, thus allowing superior view-through. All sunscreen privacy shadings will automatically have the Palette® Fabric-covered headrail on the oversized headrail profile. Three popular screen colors are available: Cobblestone, Black Pebble and Schooner. Sunscreen shadings are available in all applications and with all lifting systems. New for May, template free specialty shapes! Enjoy special 10% savings by using the Nantucket price chart (1) May 4 - August 15 on all Sunscreen privacy shadings normally included in price chart 2.



PIROUETTE® Window Shadings introduces PowerRise 2.0 with Platinum™ Technology as well as specialty shapes! Operate Pirouette window shadings with a sleek, hand-held remote or wireless wall switch. The quiet motor raises and lowers the shadings and provides precise control of vane operation for just the right amount of privacy and view-through. Adding PowerRise eliminates operating cords and reduces side edge gaps for better light control.



Pirouette non-operable specialty shapes are designed for unique and hard-to-cover windows that are common in today's high-end custom homes.

- All Pirouette fabric/color combinations are available.
 - Available in both semi-opaque and room-darkening opacities.
 - Available in both the 4" Petite and 5" Grande vane sizes.
 - No template required for ordering most shapes.
- The template-free ordering program makes it easy to order perfect shapes!



PROVENANCE® Woven Woods update includes: reduced pricing, new opening price point fabrics and product line improvements and options to the existing program including new decorative valances.

Introducing four new decorative valance options - Angled, Stacked, Double Hobbled or Triple Hobbled. We also offer a Valance Only option for use with other Hunter Douglas products for a truly custom window treatment.



Also available is the NEW slim profile turned headrail option that will allow Provenance Woven Wood shades to be installed into narrow window depths. The turned headrail is a great option for door-mounted shades; this shallow mounting depth holds the shade closer to the door for a sleek appearance (for cordlock-operated shades only). Check your Price and Reference Guide for any restrictions.

SILHOUETTE® Window Shadings Spring introductions!

Introducing our new magnetic hold-down bracket, perfect for French doors and sidelight applications. The new magnetic hold-down bracket replaces the current hold-down bracket, which utilizes a pin that locks in to the bottom end cap. The new design secures the bottom rail, and yet consumers can easily raise the shading without the need of disconnecting the bracket. When the shading is lowered the magnets “self lock” to the bracket. The new magnetic hold-down bracket is also available on Nantucket & Vignette!

Our new 1/4” spacer block allows Silhouette and Nantucket PowerRise® to be mounted outside mount with a battery wand. Previously, consumers were required to use a battery pack if the outside mount option was selected which was often times difficult to conceal, now consumers do not have to take their shading down to remove the battery wand for battery replacement.

New PowerRise 2.0 enhancements for Silhouette include quieter, smoother motor, new power supplies for all products and 18-volt power systems. *Retrofits and conversions must be sent to factory due to rotator rail change.* Remember, Silhouette® and Nantucket™ window shadings provide up to **88%** ultraviolet protection with vanes open and **99%** with vanes closed.



VIGNETTE® Tiered™ So what's new for spring 2010?

The latest product offerings from Vignette Tiered as well as the other additions to the Vignette line includes:

- Tiered EasyRise Top Down Bottom Up – operates from the top down, the bottom up or both at the same time
- Tiered with UltraGlide – with convenient “click and walk away operation”, includes all fabrics & colors in both traditional 3” and 4” fold sizes
- Tiered Two-On-One Headrail with EasyRise or LiteRise lifting systems for those extra wide windows and glass doors
- More Specialty Shapes allowing you to complete the room with Vignette
- PowerRise enhancements make it easier than ever to install Vignette
- The magnetic hold down brackets make a great addition for French door applications



PowerRise 2.0 System offers quieter operating, more control and reliability, longer battery life, home automation integration, and on SOME products, can even lift larger window fashions (*check your Price & Reference Guide for updated sizing charts*). Our battery-powered systems come standard with a battery-wand to provide power. The new battery wand has been re-designed to work with all PowerRise 2.0 products. The same can be said for the satellite battery pack, plug-in power supply, and daisy chain cables. With new barrel connectors on the ends of the components and cables, connections are made solidly and swiftly. In order to power our new quieter 18V motors, we had to grow the number of batteries used per shade from 8 AA to 12 AA batteries. With the added power, we've been able to extend the length of time a set of batteries will last. Twelve batteries may deter a consumer from purchasing a motorized upgrade, so don't forget to offer a plug-in transformer as a possible solution.



Shutter News: Palm Beach™ Polysatin Shutters now offers reinforced louvers and more. To prevent warping, lightweight aluminum is placed inside louvers over 20" wide and stiles and t-posts over 60" tall. Additionally, all shutter sizes are reinforced with resin blocks in the remaining stress points to increase the strength of the rail to stile connection. Palm Beach Shutters are incredibly durable, constructed from a unique polysatin compound that is resistant to moisture and mildew, making it the most resilient shutter in our collection. Frames go together with the easy-to-use corner keys that create perfect miters. The only exception is when an outside mount L-frame is ordered or with track frames. The L-frame is not punched for the corner key since the punched hole would be visible. For this application glue will be provided. Track frames are joined using screws and do not require glue or corner keys. Palm Beach Polysatin Shutters are environmentally friendly **GREENGUARD** Indoor Air Quality Certified and Certified for Children & Schools.



EPIC™ The New Standard in Horizontal Blind Operation The EPIC system, which stands for Engineered Precision, Innovative Control replaces the current HeadMaster system. It is the new system used on all Hunter Douglas wood, alternative wood and aluminum blinds with 2" or wider slats. This includes Country Woods, Chalet Woods Wood Blinds, The EverWood Collection, First Edition Alternative Wood Blinds, 2" Macro Aluminum blinds and Alustra Wood and Aluminum blinds.



One of the key benefits of the EPIC system includes custom-engineered robust components reducing friction and improving the overall performance and efficiency of the blinds. The components are designed to work together specifically with our products, using the most up-to-date specifications. By custom-engineering, Hunter Douglas can ensure customers are getting top-of-the-line quality and consistent products. EPIC features new Cord Tilter, Tape Roll & Supports and Cordlock designs, each with their own improved performance benefits. A merchandising unit has been designed to allow customers to see "under the hood" featuring a sample rail with components and information panels.

In 2010 The Learning Center continues to develop a variety of training mediums that will engage all learning styles. We are excited to introduce the first of several podcast that can be easily downloaded to your iPOD, MP3 player or simply listen from your desktop.



"The Chemistry of Customer Relationships" featuring Sally Morse is one of the podcast recently uploaded to the Learning Center - Sally shares her insights on the selling process and developing relationships with the customer. In addition to podcasts- the Learning Center offers product courses that will enable you to hone your knowledge on all products and most importantly, products and enhancements that you have experienced today.

These following courses will be available early May:

- Detailed information about the EPIC headrail system from Horizontals
- New Fabrics and design options from Nantucket™ Window Shadings
- Definitive enhancements from Luminette® Modern Draperies

You will find the learning center at www.dealer.hunterdouglas.com