



Welcome !



The Chinese proverb “May you live in interesting times” seems to be a very apposite description for the last 12 months. The worst global recession since the Second World War, the meltdown of the world’s financial system, the collapse of the UK housing market and the emergence of Manchester City as a footballing giant. Through all this the window furnishing market has continued to provide retailers and consumers with innovative fashionable products alongside ranges offering outstanding value for money.

There has been much talk of consumer belt tightening but those retailers and suppliers who have the right product at the right price will still attract buyers and the Sunflex offer for 2010 aims to meet those criteria with new products and ranges which are designed to help you, the retailer, to capture interest and sales from a more discerning consumer. Independent market research has shown that almost 70% of people recognised the Swish brand as a manufacturer

of quality window furnishings and with this in mind Sunflex will be expanding the products and styles available under the Swish name and giving it a fresh new look. When put alongside an invigorated Harrison Drape portfolio these brands are surely destined to lead the market for many years to come. Please see inside for more details.

Ready made blinds continue to grow from strength to strength and the Sunlover product range once again leads the way in offering contemporary and traditional designs and colours at prices to suit all pockets. To further enhance its market leading reputation for quality products Sunlover has added safety clips and chain connectors to all its roller blinds, details of which can be found inside this edition of Outlook. These enhancements firmly place Swish and Sunlover at the forefront of the ready made blind market.

The Editor

The Sunflex 2010 price list is available now, including products from Swish, Harrison Drape and Sunlover

Modal

~ A truly innovative curtain suspension system

Modal is a new and unique curtain suspension system combining the decorative aspects of a curtain pole with the flexibility of a curtain track. The profile is extruded from engineering grade aluminium which can be bent easily by hand in and out of bay windows. The overslung gliders have a nylon liner which ensures smooth running and the attractive brackets allow for face and top fixing. The brackets also feature a magnetic cover which ensures an elegant finish to the fitting. The flexibility and strength of the aluminium profile allows the consumer to bend a curtain overlap and so ensure complete closing of their curtains, saving energy and eliminating light creep Available in two contemporary anodised finishes - brushed silver and brushed black - and in pre-cut lengths from

240cm up to 480cm, complete with all fittings, will change the look of curtains and is available from your wholesaler and Sunflex, with RRP's from £125.00.

TIEBACKS & ACCESSORIES

The trend to accessorise a window treatment has been growing stronger and Swish and Sunflex now offer a wide choice of tiebacks, brassware and other window furnishing accessories.

The tieback range is particularly extensive, with styles and price points to suit all decor styles and pockets. ranges such as Annabelle, Milan and new for 2010 Eleanor, see below, add a fresh colour palette and look and are available in contemporary colours.

The full range consists of 100 colours and styles and with RRP's beginning at just £2.35 fashion has never been more affordable. Please see the Sunflex price list for full details.



A big future awaits Swish and Harrison Drape

Sunflex is undertaking a major rebranding exercise with an extension to the ranges carried under the Swish and Harrison Drape brands.

For many years these two brands have been synonymous with quality, fashion and innovation in window furnishing and now the brands will carry a much increased range and wider choice. Quality products from the Sunflex portfolio, such as Belgravia will move to the Swish brand and will benefit from enhancements such as lined rings. The addition of Belgravia along with ranges such as Romantica, a range of wooden poles in 28, 35 and 50mm diameters in



*Swish~
The most
recognised
name in
window
furnishing.*

both stained and grained finishes, will further enhance the Swish brand as the premier name in window furnishings. Best selling ranges such as Victoria, a 25/28mm extendable pole, and Bloomsbury and Shaftesbury, the elegant 16mm pole range, will be rebranded as Harrison Drape and so strengthen a brand with over 127 years of heritage.

New product development will be at the forefront of these iconic brands with new wooden poles in the Harrison Drape range - both 28 and 35mm, and new innovative products such as Swish Modal, the stunning track system which can be bent by hand.

With the resources of Sunflex the status of Swish and Harrison Drape is in safe hands and will go from strength to strength over the coming years. For further details please contact your area manager or wholesaler



Swish Sophia Black



Swish Sophia Cream



Swish Minster



Harrison Drape Ascot



Harrison Drape Salisbury





Throughout their long history both Swish and Sunlover have led the market in innovative and stylish products. Now they are at the forefront of blind safety.

Whilst the risk of strangulation from loose hanging cords or chains is minimal it is one that can be easily removed by using the safety devices now included

with Sunlover and Swish blinds, and by using a little common sense when fitting and using blinds. Sunlover and Swish have developed a program called "SAFETY IN MIND" which consists of a range of products designed to keep loose cords and chains out of the reach of tiny hands. The devices included in the blinds comply with the current European Directives,

At present these directives are in the form of recommendations but both Swish and Sunlover believe that as responsible manufacturers and suppliers their products should meet the requirements without

further delay. Sunlover roller blinds now come with a safety clip and beaded chain connector which prevents the looped chain from hanging freely and the

connector allows the chain to be positioned out of reach of prying hands. Both the clip and connector do not impede the operation of the blinds, and are very easy to fit. The safety clip and cord connector kit is also available in a retail pack to allow retro fitting to any blind, or indeed track, with a cord or chain operation.

Swish Avensys venetian blinds and Supreme roman blinds are the epitome of window furnishings and the innovative soft rise mechanisms eliminates the need for loose hanging cords making both Sunlover and Swish the safest as well as the most stylish blinds available on the market. See the Sunflex 2010 price list for more details.



Here comes the Sun - *hopefully!*

The people at Sunlover are ever the eternal optimists and are hoping to give a hint to the weather gods by adding seven new colours to their plain dyed range of thermal blackout blinds. Now available in 15 traditional and modern hues. The new colours are:

**Black, Daffodil, Fuchsia
Kiwi, Mauve, Teal**

When added to the existing plain dyed palette and range of patterned blinds the blackout range from Sunlover is the most comprehensive range of ready made blinds available in the UK. Sizes

range from 60cm up to 240cm and are constructed from a 3-pass blackout



coating on a 100% polyester basecloth. The blinds are simple to trim to size

with an aluminium tube and high quality continuous sidewinder mechanism.

Sunlover offer the widest choice in ready made blinds available from stock. With a palette of 20 colours in the plain dyed collection and a wide range of styles and patterns, there is a blind available to suit all windows and interior decor. Many blinds are available up to 240cm wide and are made from high quality materials designed to give many years of use. Display units are available - see your Sunflex or wholesaler area manager for advice on how to make the best of your available space.

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